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d! PRINTERS' INK

Registered U. S. Patent Office

A JOURNAL FOR ADVERTISERS

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NEW YORK, APRIL 9, 1925

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B. A. I. S. 1921 with N. W. Ayer & Son

*"The massive gates of circumstance
are turned upon the smallest hinge"*

IN 1907 the Shur-on Optical Co., Inc., of Rochester, N. Y., created a sensation by the invention of the famous Shur-on finger-piece mounting for nose glasses.

This improvement, capitalized through advertising, established Shur-on glasses firmly in public preference — a place which they have strongly fortified by further contributions to style and workmanship. Four years ago they launched a powerful campaign on different styles of Shur-on nose glasses and spectacles for different occasions — a pioneering move which did more for the optical trade than any other one thing ever promoted by an optical manufacturer.



And now Shur-on adds another success to their record. In spectacles, where the temples join the frames, are two delicate hinges. Minute and fragile, they have let glasses grow wobbly and consequently out of focus; often snapping off at the most inopportune moment. Shur-on, with all their famous thoroughness and precision, went after this weak spot and developed a hinge that is a marvel of compactness and a giant in strength.

In perfecting the service of a tiny hinge they again uncovered a salient sales feature on which to swing the public to Shur-on products. Again the power of the printed word is being used to broadcast an exclusive Shur-on feature.

N. W. AYER & SON

ADVERTISING HEADQUARTERS, PHILADELPHIA

NEW YORK

BOSTON

CHICAGO

SAN FRANCISCO



Removal NOTICE

THE STANDARD FARM PAPERS

announce

the removal on April eleventh
of their western offices from
608 South Dearborn St. to
new and enlarged 'quarters at

307 NO. MICHIGAN AVENUE
CHICAGO

THE STANDARD FARM PAPER UNIT
Circulation 2,000,000

Standard Farm Papers, Inc.
Wallace C. Richardson, Gen'l Mgr.
307 No. Michigan Ave.
Chicago



Wallace C. Richardson, Inc.
250 Park Avenue
New York

San Francisco, 547 Howard Street

pr. 9, 1923

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VOL. CXXXI

NEW YORK, APRIL 9, 1925

No. 2

Speaking Up for Your Customers

A Word in Time About Them, Their Prosperity or Difficulties, May Be Good Advertising for Yourself

By James H. Collins

WHY should a trans-Atlantic steamship company take four-column space in metropolitan newspapers to advertise—apples?

It was done last fall, during National Apple Week—October 31 to November 6—by the International Mercantile Marine Company, which placed the picture of a big red American apple beside the "Majestic," one of the world's largest ships, and announced that its ships—more than a hundred of them—would deliver at least 20,000,000 apples in Europe during the week of the celebration. That's quite a lot of apples—50,000 barrels of cooking fruit, or 150,000 boxes of table apples. The public also was told that apples and dishes prepared from them would be prominent on the menus of all International Mercantile ships that week.

This advertising created immediate good-will far out of proportion to the expenditure.

For the expenditure was limited, and experimental. The freight traffic department spent the money—said to be the first periodical advertising it had ever done. Regularly, during the last dozen years, advertising men have pointed out the possibilities in advertising freight service, especially to the railroads, whose big revenue comes from freight. But the freight traffic men are yet a long way from seeing the light, so this was a real novelty.

It created good-will, because the idea of 20,000,000 apples going to

Europe in one week was interesting in itself. At the moment, it was also news. And it had direct interest for hundreds of thousands of apple-growers, and the concerns marketing and exporting the apple crop.

Apples are a desirable class of ocean freight, because many of them go on the passenger liners, under cold storage. There is considerable competition for this traffic, so naturally a steamship company that boosted the great American apple during its festal week would acquire kudos. In both apple-growing regions of the country the advertisement was commented upon by newspapers, in some cases editorially. We export two kinds of this fruit—the barrel apple, largely used for cooking and grown in the Atlantic States, and the Western table apple, grown in the Pacific States and packed in boxes. Folks in the apple country along both coasts felt that one of the big steamship companies was doing something to expand their market abroad.

Look into this idea of speaking up for one's customers, and you find that quite a little of it is being done.

There are times when the transportation companies, or banks, or manufacturing concerns, may get a good deal more out of their advertising space by talking of some particular customer than about themselves.

They can talk about his pros-

perity and enterprise on some occasions, and again about his business difficulties and trials.

The public will be interested if it is well done, and the customer will appreciate it, and the advertiser who pays for the space gets his reward in pointing with pride: "What a wonderful fellow this is!" he says, in effect; "and he is my customer!"

A big idea, because it goes down to the biggest thing in business—connections. All very well to say there is no friendship in business. But business is done largely on connections, and connections are friendships, not in the sense of mere relatives or acquaintances, but organization for service and stability.

Why! look here:

In the landslide for President Coolidge last fall, two local outcroppings of La Folletteism were quietly squelched. In California a second determined agitation for State ownership of electrical utilities companies was defeated at the polls, and in Oregon a similar project, brought up for the first time.

Government ownership agitators are after the electrical companies, because, to put it bluntly, they offer tempting opportunities for loot. Acquired by the States, they would make thousands of new political jobs. The electrical industry can only fight this policy with facts. That was the way it won in California and Oregon—by answering the theories and promises of agitators with facts.

Now, here are corporations like General Electric, Westinghouse and Western Electric using their advertising space, not to talk about dynamos or switchboards, their own products, but about the magnitude of the electrical utility and telephone facilities of the United States, showing the number of customers served, the number of people employed, how the securities are held by small investors, how much new money and new plant is needed every year, how electric light and telephone service here compare with that in other countries.

The local utility company is the manufacturer's chief customer in these industries. Under private management, they have grown beyond anything known outside the United States. State ownership would bring the inevitable blight in growth. That would be a calamity, not only to the manufacturer with his market to safeguard, but to the public, which would go back to war-time rations in telephone service, electric light and power, gas, street transportation—all the utilities that are now, with us, so plentiful and cheap. Therefore, these manufacturing corporations are protecting their connections by giving the public facts—and incidentally protecting the public.

A BANK ADVERTISES ORANGES

Here is an advertisement, headed with a picture, showing a man nailing up a box of oranges.

True to life, even to the bulging "swell" pack. Just as your wife buys fruit by its plumpness, color and eye-value for the money, so the groceryman and pushcart peddler buy the box that is so full that its top bulges out. The advertising goes on to say that New York eats, each year, sixty pounds of oranges per person, more than 12,000 carloads, with 3,600 cars of grapefruit, and over 4,000 cars of lemons. No development in New York's appetite has been more remarkable than the growth of the demand for citrus fruits of all kinds. They lead in quantity, outstripping even the luscious apple and banana. Why, 5,000,000 pounds of nails are required to box the annual citrus crop!

An advertisement of the California or Florida fruit-growers?

No! The advertisement of a New York financial institution, the Bank of America, going out of its way, apparently, to boost for the distant citrus growers.

Just putting in a good word for good customers! Each of the 20,000 cars of citrus fruits that reach New York yearly has its bill of lading, which is usually taken up by draft. This is one



The Thrifty Are the Best Spenders, After All

ANYONE who understands the thrift and conservatism of the business man in smaller towns,—and who appreciates the high confidence reposed in Christian Herald by its readers,—finds it easy to understand the rapid growth of Christian Herald in financial advertising to a position fourth among all national periodicals in the volume of financial advertising carried:

1919	3,119 lines	1922	20,568 lines
1920	10,182 "	1923	31,820 "
1921	20,568 "	1924	33,446 "

Here is certain assurance of both a distinctive reader confidence and the ability to purchase better-class things of every kind.

Christian Herald

of the banks handling that business. The part played by New York banks in expediting shipment and payment has helped build up the industry. Anything that sharpens New York's appetite for citrus fruits, increases the banking operation necessary in handling it. And necessarily strengthens the bank's connections with shippers in Florida, California and Porto Rico.

The New York banks do a great deal of such advertising from one year's end to the other, giving man-in-the-street information about the industries to which they render banking service, lend money, handle shipping documents and do many financial chores.

All over the country, banks are using this idea locally, speaking up to the public for their enterprising tire companies or woolen mills, their solid corn or cattle farmers, their energetic jobbers and retail merchants. The railroads also do it sectionally. The Southern Railway System has been advertising agriculture, manufacturing, mining, power and other industries through its territory.

When it comes to explaining your customer's difficulties to the public, a good example was the New York Central's use of its advertising space to help the bituminous coal industry level off its winter peak. As is pretty well known now, the habit of buying soft coal only as it is needed overtaxes the mines and railroads in fall and winter, brings idleness in summer, and increases cost and labor difficulties by requiring more miners than would be needed were production stabilized.

The trials of the soft coal industry extend all the way from the moment the coal is taken out of the ground until it reaches the cellar. The railroads that haul the coal share in these trials, and anything done to lighten them is sure to be beneficial to the railroads. Yet the use of advertising to maintain connections and smooth out industrial tangles is still so new that it is done only by a railroad here and there.

Turn about is fair play.

A couple of years ago the Consolidation Coal Company devoted considerable space to the railroads' handicap in hauling coal, explaining that the carrying capacity of the roads depends not only on car supply, but efficient use of available rolling stock. Elimination of one idle hour each day in the use of freight cars increases the carrying capacity of the railroad more than 100,000 cars. The railroads were commended for courageous striving in the face of a difficult situation, the public was asked to co-operate, and the company explained that it was making the utmost use of cars at its mines, and also helping solve the problem by shipping only clean coal.

This company, in the same campaign, put in a good word for a half dozen of its leading customers. Besides their hauling difficulties, the railroads were spoken of as large consumers of coal, some 119,000,000 tons of soft coal burned by them in 1919 was one of their major outlays, next to labor, and quality was emphasized as well as quantity, for scientifically chosen fuel is necessary in the operation of crack trains.

SOFT COAL STATISTICS

The gas, electric utility, street car, steel and textile industries were described in terms of soft coal, giving the public some conception of the part it plays in everyday life. The gas industry, for example, uses 16 per cent of our yearly soft coal production, from which it makes more than 5,000 cubic feet of gas yearly for each person in the United States. For the 14,000,000,000 street car rides that the American people take yearly, 10,000,000 tons of bituminous are consumed. For the 44,000,000 kilowatt-hours of electrical energy, about 37,000,000 tons are burned, with striking differences between the great metropolitan power station and the small generating plant—as much as two and a half times more pounds of coal per kilowatt-hour being needed by some of the small plants.

(Continued on page 185)



"Naw! Not puh TUH-TUH! p-p-puh TUH-TUH! See?"

"I'm trying, Svengali. I blow it in so sweet, but it comes out so rotten."

"Don't blame the horn, Kiddo. It's the best cornet made."

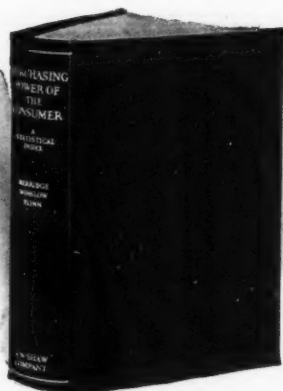
The first tootings of musically inclined youth are often serious and bloodthirsty. But once the boys have learned to play "The Stars and Stripes Forever" so that it can be distinguished from "My Country, 'Tis of Thee," their talent becomes profitable. And many a young man who has played his way through college got his first taste for music in a boy band.

No way reaches so directly into the hearts of the ambitious musicians of the boy kingdom as the advertising columns of THE AMERICAN BOY. Its

500,000 readers, averaging 15½ to 16 years old, are boys of the up-and-doing type from families above the average in prosperity. For twenty-five years THE AMERICAN BOY has been going into just such homes. The boys who read it a generation ago are buying it for their boys today. Here is influence of unquestionable power.

What better way than through AMERICAN BOY advertising can you get to a large part of American youth? Let the wail of saxophone and the rattle of the traps come from your brand of instruments. Let the rest of the bunch envy boys who play your horns, your tubas, your drums. Copy received by May 10th will appear in July.

The **American Boy**
The Biggest, Brightest, Best Magazine for Boys in All the World
Detroit Michigan

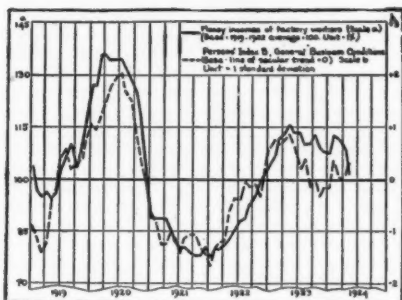


*SUGGESTIONS of methods for using
current public statistics as a measure
of purchasing power*

Three Studies of the Purchasing Power of Consumers *—now published in book form*

IN an attempt to develop better methods of studying buying habits the J. Walter Thompson Company conducted a prize essay contest on the "Purchasing Power of the Consumer."

From the essays submitted three have been chosen as offering the most assistance in the analysis of buying power.



CHARTS, diagrams and tables showing the relations between business conditions and consumers' ability to buy

These have now been published in book form.

Sales Managers will find in this book practical suggestions for working methods by which current public statistics can be used as a measure of the purchasing power of their customers.

We shall be glad to send you a copy of this book upon receipt of \$4.00. If you wish to return the book within five days, money will be refunded. Address Statistical Department, J. Walter Thompson Company, 244 Madison Avenue, New York City.

Distribution Conference Begins Advertising Investigation

Another Forward Step toward Solution of Important Merchandising Problems

*Washington Bureau
of PRINTERS' INK*

PROGRESS toward a solution of certain merchandising problems was made by committee number three, of the National Distribution Conference, at its first meeting on April 2, at New York City. Under the chairmanship of Stanley Resor, president, J. Walter Thompson Company, this committee was appointed by the Conference, held in Washington last January, for the purpose of studying and reporting on market analysis, advertising and advertising mediums.

As reported by PRINTERS' INK, the Conference expressed its wish that studies be made by this committee for the purpose of discovering methods for guiding advertisers into the most economical means of securing the publicity which they need. Also, because it was felt that consumers as a rule do not understand the true function of advertising in the service it renders distribution, the Conference believed that a disinterested study and presentation of the facts is needed.

The executive secretary of the Conference, Alvin E. Dodd, after his return to Washington last week, explained that these purposes and conclusions embodied the subjects considered by the committee. Mr. Dodd, as chief of the domestic distribution department of the U. S. Chamber of Commerce, attended the committee meeting, and said that, in his opinion, the importance of the activity of the committee could not be over-estimated, because apparently every member was not only profoundly impressed with the possible value of the work, but was also willing to assume the responsibility necessary to see the work through.

"Of course," he continued, "it could not be expected that a single

meeting of the committee would finally settle anything. The object was to formulate effective plans and the methods to carry them to completion. The committee carefully considered its part of the purposes of the Conference, and the discussion centred on six major questions. Then three sub-committees were appointed to carry on special investigations, and their reports will be taken up for further discussion at the next meeting of the entire committee, which probably will be held the last of May."

The questions mentioned by Mr. Dodd were as follows:

Can any waste be eliminated by the use of market analyses, advertising and advertising mediums?

Can any waste be eliminated by the avoidance of any duplication that now goes on in the work attached to the use of these instruments?

Can any inventory be made of market analyses already made and those in process? If made, could it be kept current?

Would there be an advantage in having a simple statement of the work that advertising performs?

Should such a statement list the principal types of mediums?

How could this committee best divide itself into sub-committees?

In finding the answer to the last question, the committee approached the answer to several others. The three sub-committees appointed will deal with (a) plans for co-operating with committee number one, which, in dealing with the problems of stocks on hand, prices, demand and sales quotas, will furnish many facts necessary to intelligent advertising, (b) to examine compilations and catalogues of all research information available and to co-operate with the domestic distribution department of the Chamber

Coverage of The Des Moines Sunday Register

In the City of Des Moines--a Sunday Register to every four men, women and children.

In the Suburban Shopping Radius--(population over 800,000) every second family buys The Des Moines Sunday Register.

In All Iowa--(population 2,500,000) The Des Moines Sunday Register reaches one out of every four families.

143,489 Net Paid

Average Circulation, Feb. 1925

of Commerce in the study of merchandising processes of special value, and (c) to study the economic function of advertising and advertising mediums as an aid to distribution.

P. L. Thomson, publicity manager of the Western Electric Company; Dr. Daniel Starch, of the American Association of Advertising Agencies; and L. B. Jones, vice-president, Eastman Kodak Company, were appointed chairmen of committees A, B and C, respectively. And in commenting on the proposed efforts of these subcommittees, Mr. Dodd explained that while the results produced by all were expected to be of equal value, there was no doubt that both the subject and the work of committee C would be of special interest at this time.

"We cannot deny," he said, "that the advertising industry, like practically all other industries, suffers from wastes that are subject to elimination. The committee recognized that fact. Subcommittee C was appointed to study thoroughly its subject with the purpose of stating the facts of advertising and advertising mediums in the light of a frank recognition of existing wastes and inefficiency.

"On the facts determined will largely depend the educational work necessary to a better understanding on the part of the public as to the true value of advertising as an economic power. As it is, we know that a great many people believe that advertising is a costly aid to selling, and that its cost is added to the manufacturers' and retailers' expenses, increasing the price burden of the consumer and user of merchandise.

"Without doubt, the greatest value of the Conference and the work of the various committees will result from the educational effort made possible by the facts and information disclosed. In calling the Conference, the Chamber of Commerce of the United States realized that it could supply an unusually far-reaching and necessary organization to place the facts with those who could make the best possible use of

them. We are already formulating plans to do this, and I feel sure that the reports of the committees will furnish invaluable educational material for the benefit of manufacturers, distributors, retailers and the public for several years to come."

Besides those mentioned, the members of committee three who attended the meeting were K. H. Fulton, General Outdoor Advertising Company; G. W. Parsons, Chicago *Tribune*; Homer J. Buckley, Buckley, Dement & Co.; William H. Johns, George Batten Company, Inc.; H. K. McCann, H. K. McCann Company; Harry D. Smith, Fuller and Smith; John H. Fahey, Boston; A. U. Chaney, American Cranberry Exchange; C. C. Parlin, Curtis Publishing Co.; J. W. Hayes, Crowell Publishing Co.; E. T. Meredith, Meredith Publications; Elmer L. Cline, Continental Baking Corporation; Lou E. Holland, Kansas City; A. Heath Onthank, Department of Commerce; Malcolm Muir, vice-president, McGraw-Hill Company, Inc., and George S. Fowler, advertising manager, Colgate and Co.

Each member of the committee was furnished with a volume of data which listed practically all known sources of statistics and information on domestic distribution. This remarkable compilation is largely the work of F. S. Wilson, who is serving committee three as secretary, and who is one of a number of executives whose services are being donated to the committees by the Chamber of Commerce.

S. W. Straus & Company Appointment

S. W. Straus & Company, New York investment bankers, have appointed the San Francisco office of the J. Walter Thompson Company, Inc., advertising agency, to direct their advertising in Pacific Coast territory.

National Park Bank Account for Frank Presbrey

The National Park Bank of New York has appointed the Frank Presbrey Company, New York advertising agency, as its advertising counsellor. Newspapers and banking publications will be used.

Far from the Shopping Crowd

ONLY three years ago William Berger & Company began selling furniture at retail in an out-of-the-way store. Despite their location and their lack of show windows this firm now ranks among Milwaukee's leading furniture houses. Consistent newspaper advertising, concentrated almost exclusively in The Journal, is the simple formula of William Berger & Company. The same formula is followed, year after year, by all the most successful advertisers—local and national—in the Milwaukee-Wisconsin market. Through advertising in a single newspaper at one low rate they are able to sell the largest volume of goods at the lowest advertising cost per sale.

Read by more Milwaukee and Wisconsin people than any other publication in the world.

The Milwaukee JOURNAL
FIRST - by Merit

The Greatest

THE circulation of the Sunday Chicago Herald and Examiner is larger than that of any other newspaper in the United States.

It is greater than the circulation of all the Chicago evening newspapers combined.

Circulation is Power!

"BUY IT BY THE MILLION"

Chicago Herald

NEW YORK: 1819 Broadway

t .. Circulation

BESIDES its tremendous circulation, the Herald and Examiner offers advertisers a merchandising service that is based on "Experience Intelligently Applied".

Manufacturers and agencies are invited to write for detailed information for securing jobber and dealer distribution in the Chicago territory.

and Examiner

SAN FRANCISCO: Monadnock Bldg.

Who Buys Radio?

The radio public is the general public—not a special group. It is the bacon, beans, hats, cloaks, shoes public.

The public that makes the department stores pay also makes the radio business pay.

Most successful advertisers who do business in Chicago advertise more in *The Chicago Daily News* than in any other Chicago newspaper because experience has proved it to be the most effective means of reaching the Chicago buying public.*

The majority of Chicago people "shop" through *The Daily News*—because it is convenient to do so. Here are all classes of advertising "under one roof." Here are advertised all lines of merchandise in all parts of the city—and here also are more classified advertisements than in any other Chicago newspaper, daily or Sunday.

One of *The Daily News'* greatest services to the buyers of Chicago and its suburbs, is this comprehensive advertising display every day.

Display your wares in this market and you will be doing business where most business is and where business grows.

THE CHICAGO DAILY NEWS

FIRST IN CHICAGO

*Advertisers find *The Daily News* the most productive medium in Chicago, because it is Chicago's "home" paper—90 per cent of its 400,000 circulation is printed after 1:30 p.m., and is a homeward bound circulation. In 1924 *The Daily News* published 15,099,527 agate lines of display advertising—a greater volume than was ever published before in any Chicago daily newspaper in any single year. The next highest 1924 line-age record was 11,774,440 lines. In the same period *The Daily News* printed 167,608 agate lines of national radio advertising—10,106 lines more than its nearest competitor in that field.

How Pepsodent Gets Peace and Harmony in Its Family

The Sales, Production, Purchasing, Traffic, Credit and Auditing Departments Are All Made to Function Smoothly with the Aid of This Plan

By R. E. Spline

Manager of Sales, The Pepsodent Company

THERE has now been in operation for over two years, in The Pepsodent Company's organization, a club, composed of all department managers and their assistants, called the Pepsodent Managers' Club. This club has probably been more instrumental than any other single factor in cementing a solid, sincere, harmonious and efficient working organization.

Its origin was due to the fact that on many occasions a conference of the managers was necessary. Previously, there had been in operation, as in many organizations, a general weekly conference of managers in the office of the vice-president and general manager. These conferences took place on Tuesday mornings, the general manager acting as chairman.

It seemed as though these meetings were not extremely profitable from a creative standpoint. At just the time the conferences were to be held, other matters of importance required the presence elsewhere of this or that manager, or an assistant, making it difficult to get the entire group, of some twenty-two managers and their assistants, together at one time. Or, when the managers finally did get together, there were frequent disturbances due to the managers being in demand elsewhere, telephone calls, interruptions, etc., all of which caused not only confusion but loss of time.

At these conferences, discussions were not of a frank and unbiased nature. Some of the managers and assistants did not always freely speak their minds because they feared that their ideas might be frowned upon by other managers or by the general management. Many things were discussed at length that were of paramount in-

terest to only a few and of absolutely no interest to everyone else. Much unnecessary time was lost from the working day with what we believed to be little gained. So these conferences were discontinued inasmuch as they did not appear to be of enough advantage to the organization as a whole to warrant continuing them.

Still, after these weekly conferences were discontinued, there did seem to be certain conditions continually arising that required the opinion of all department heads in a group instead of singly, and it was necessary to call general conferences from time to time.

WASTED TIME

Without the open forum of discussion, the general manager was continually being bothered by one department head or another presenting plans or suggestions which he considered of great importance. Many of these suggestions were extremely good and were valuable, but they did not, at all times, necessitate immediate consideration, and some were really without any merit whatsoever. These single conferences took up a large share of the general manager's time which could have been used by him more profitably in other pursuits.

It was felt that in a general conference all of these suggestions, plans, exhibits, etc., could be taken care of at one time, but, as previously stated, the weekly general conference had not worked out satisfactorily.

While these things were being carefully considered, a small group of managers held a meeting and discussed the subject of organizing a club of managers and their assistants, whose official meetings

would be held outside of working hours. A plan was then drawn up which seemed worthy of presentation to the management for consideration and possible approval. This approval was readily given and the complete plan given the management's whole-hearted encouragement.

Another meeting was held with a temporary chairman in charge and it was decided to organize all managers and their assistants into a club to be known as "The Pepsodent Managers' Club," with by-laws, a permanent chairman, vice-chairman, secretary and treasurer. After this was done, it was further decided that the club should hold a monthly meeting, starting at 6 P.M. on the last Friday of each month.

Then the question arose as to whether this club should be entirely for business purposes or semi-social as to character. The latter was decided upon.

It was then necessary that the proper balance of business and social activities be made; enough business to make it profitable and worth while, and enough of a social nature to insure attendance and not prove boresome to anyone.

Attendance was not made compulsory since such attendance was on the individual's time and not the company's. Yet, it is pleasing to state, in passing, that the attendance, covering a period of over two years, has been over 90 per cent, and it is rare indeed that any member is absent.

The meetings were divided into two sections, held in two distinct quarters of The Pepsodent Company's plant.

The usual program is as follows:

Since The Pepsodent Company operates its own restaurant, the members of the club go to their own dining room at 6 P.M. on meeting date and an elaborate dinner is served. A large table is always tastefully decorated and the food served is the best procurable. In fact, these dinners are looked forward to by all as a real treat. A dinner of the same quality could not be purchased on the outside for less than \$2.50 per plate. This fact is mentioned only be-

cause we believe something worth while must be given to insure perfect attendance from a group of men utilizing their own time in the interest of the organization by which they are employed.

During these dinners, a spirit of fun and frivolity prevails and the talking of business matters is not indulged in to any great extent. To each dinner, an outside speaker is invited and is asked to give an address on some pertinent subject that will be of interest to all. During the past two years, many speakers, authorities in their respective fields, have addressed our club on a wide variety of topics, such as sales management, chain-store operation, purchasing problems, income tax, avoidance of accidents, value of investments, suppression of crime, advertising, foreign trade, economic conditions, traffic, etc. From these talks, considerable material of value is gleaned on matters that are of immense general interest to all executives.

ASSISTANT MANAGERS TALK

During the last year, in addition to the main talk of the evening given by the invited guest, one of the assistant managers was allotted a subject concerning some phase of his department to give as an after-dinner address. These talks have proved most beneficial. They gave to the assistant managers an opportunity carefully to study their departments while preparing their papers, and a chance to air their conclusions on certain subjects in public. These talks acquainted the managers and assistants with the workings and inter-workings of every other department. Many constructive and excellently delivered talks of this type were given. They have been uniformly interesting, enlightening and of value to all.

This year, each manager will be allotted a subject relative to some economic or business condition, with which he is entirely familiar, through specialization in his particular field of endeavor, and there is no doubt that these talks will benefit everyone.

The dinner and after-dinner

talks in the dining room usually last until about 8 P.M. when all the frivolity ends and the members of the club go to the directors' room. Here, the club is called to order for a regular business meeting.

During this session, many of the problems confronting a concern of the size of The Pepsodent Company are freely discussed, recommendations made, opinions solicited, subjects voted upon and submitted to the general management. By leaving the scene of the social part of the meeting, and holding the business session in entirely different quarters, any chance of continuing in a lighter vein is obviated.

ENCOURAGES FRANK DISCUSSIONS

Our vice-president and general manager rarely attends these meetings, although he is an honorary member, for the reason that it is his belief that without his presence there is a tendency toward a greater freedom of thought and speech and a more unbiased opinion. The minutes of the meeting are afterwards submitted to him for final approval of recommendations and suggestions made.

Adjournment usually takes place between 10 and 10:30 P.M. Everyone usually has a most pleasant evening and it is a profitable one for the organization.

The general management is heartily in accord with the semi-social character of The Pepsodent Managers' Club, especially as the members are willing to give of their own time to matters pertaining to the betterment of the organization. To show its approval, the management donated, as a basis for a fund, a sum of money to be disposed of as the club saw fit. To this fund is added an assessment of \$1 every month for each member, towards the general support of the club. On several occasions, the management has voiced its approval of the club and has shown this approval in a material way. It believes that the free and open discussion of matters pertaining to the business as a whole has been most constructive and has earned real dividends in things accomplished.

Those managers from foreign shores, who occasionally visit us, are duly initiated and become non-resident members. Several honorary members have also been elected.

We would like to review here some of the accomplishments that we attribute largely to the activity of our club. There has been produced a closer affiliation of all departments and department managers, with a better knowledge of the proper functioning of all departments. A general feeling of good fellowship has been created among the members that prevents such friction or lack of co-ordination as occasionally creeps into a large organization. By these meetings, each department becomes more familiar with problems confronted by others, which is of considerable value. The sales department learns of production, purchasing, traffic, credit and auditing, all of which is so necessary to the efficient functioning of the sales department. Each manager, through this close contact, sees the business as a whole and not from the narrow vision of his individual department. The sales angle is noted by other departments who realize that without the proper co-ordination between all departments, sales will suffer. And so it is all down the line of departments; the slant of each is known to the others, and with this slant, each department can dovetail its activities with all others, thereby building a strong, finished, proper-functioning structure. Probably the sales department benefits by this contact more than other departments, because for a sales department to operate smoothly and efficiently, it must, of necessity, enjoy as far as possible, 100 per cent co-operation from every other department.

One need not look far to find an organization where the credit department is not running in harmony with the sales department, resulting not only in internal friction, but, of more importance, loss of business and loss of customers. The reason for friction and lack of co-ordination can easily be traced to some misunderstanding between department heads. The

managers' club tends to reason out such misunderstandings. If the traffic department is not working hand in hand with the sales department, prompt shipments may not be made, and again the business, as a whole, suffers through loss of sales. Advertising is so closely linked up with sales that in many organizations the departments of sales and advertising are carried on under a single supervision. When they operate under separate heads, they must always function in perfect unison to obtain the maximum of results.

The Pepsodent Managers' Club has, in a large way, been responsible for a vastly improved co-ordination and the promotion of a better understanding of the correct functioning of other departments between department heads and their assistants. Little differences that occasionally creep into an organization are quickly smoothed out by the good fellowship existing between club members.

WEEDS OUT TRIVIAL MATTERS

The club allows free discussion and the sifting out of the unimportant from the important matters before recommendation to the management, thereby saving considerable time and trouble. Many excellent and constructive ideas have been brought out that have been put into effect to the good of the organization as a whole. Other suggestions have been thrown into the discard upon the members' suggestion. Taking up matters with the managers' club instead of directly with the general manager, saves his time.

Now that the Pepsodent Managers' Club has been in operation for over two years, it has passed the experimental stage and it is conceded by the management and members alike that it has accomplished and is accomplishing its fundamental purpose which is to make the internal organization of The Pepsodent Company as nearly smooth running as possible and functioning very close to the maximum of efficiency.

Mason City, "Globe Gazette" Sold

The Mason City, Iowa, *Globe Gazette*, has been purchased by the Lee Syndicate Newspapers, which is headed by E. P. Adler, of Davenport, Iowa. Lee P. Loomis, for ten years publisher of the *Muscatine Journal*, published by the Lee Syndicate, has been made business manager of the *Globe Gazette*. Clyde Rabedaux, who has been advertising manager of the *Journal*, succeeds Mr. Loomis as publisher.

John F. Dalton, Jr., Joins "Liberty"

John F. Dalton, Jr., formerly business manager of the *Dairymen's League News*, New York, and later with *The American Legion Weekly*, has joined the Eastern advertising staff at New York of *Liberty*. He was at one time advertising manager of the *National Grocer*, Chicago. He will cover New York State and Pittsburgh territory.

H. M. Salisbury to Direct Nash Export Sales

H. M. Salisbury has been appointed export sales manager of the Nash Motors Company, Kenosha, Wis. Since 1920, he has been export manager of the Maxwell Motor Sales Corporation.

J. L. Todd has been appointed assistant export sales manager of Nash Motors. He has been with the company since its formation.

D. O. Haynes Sells "Soda Fountain" to His Sons

Soda Fountain, published at New York by D. O. Haynes & Company, has been purchased from D. O. Haynes by his sons, William Haynes, publisher of *Drug & Chemical Markets*, and D. O. Haynes, Jr., who has been general manager of *Soda Fountain* for the last three years.

Certo Account for J. Walter Thompson

The Douglas Pectin Corporation, Rochester, N. Y., manufacturer of Certo, has placed its advertising account with the J. Walter Thompson Company, Inc.

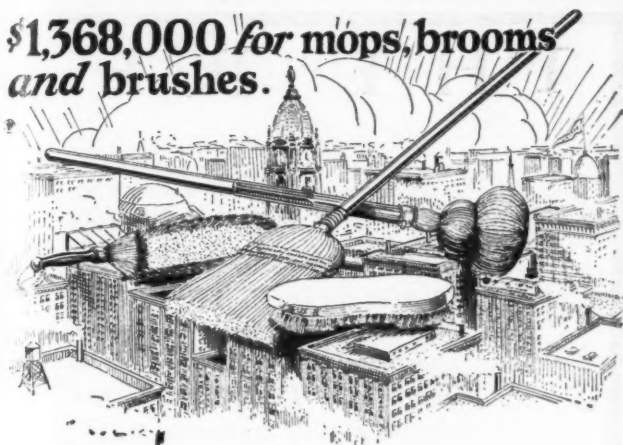
Furniture Account for Critchfield

The Combination Products Company, Chicago, manufacturer of furniture, has placed its advertising account with Critchfield & Company, Chicago advertising agency.

Becomes Liberty Weekly, Inc.

The Coloroto Corporation, Chicago, publisher of *Liberty*, has changed its name to *Liberty Weekly, Inc.*

\$1,368,000 for mops, brooms and brushes.



THE Bulletin Reader believes in cleanliness and spends money on his belief. But the great market here for brushes and brooms is also an index of the great market for soaps and other house-keeping supplies.

The reader confidence enjoyed by The Evening Bulletin is attested by the fact that The Bulletin's circulation is the largest in Philadelphia and one of the largest in the United States.

The Bulletin goes into practically every home in and around the great city of Philadelphia and makes it possible to reach this huge market of nearly three million people—third largest in America—through one newspaper at one cost.

With a circulation of over half a million copies daily, The Bulletin dominates Philadelphia.

The Evening Bulletin.

PHILADELPHIA'S NEWSPAPER

518,357

Average Daily Net Circulation for Year Ending Dec. 31, 1924

(Copyright 1925, Bulletin Company)

THE RED

"They who have traveled most over the face of the earth bear the gleam of a liberal life experience in their enlightened faces, on the tips of their temperate tongues, and in their social grace . . . Who's Who and What's What the world over are fascinating discoveries to all."

From the *Travel Editorial*
in the May
RED BOOK MAGAZINE

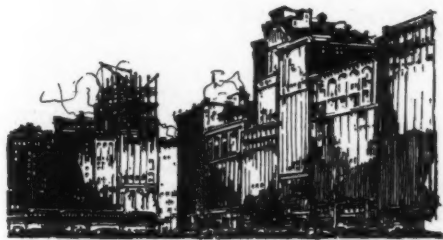
Hundreds of thousands of RED BOOK MAGAZINE readers who are interested in travel represent an impressionable market for nationally advertised products.

Distribution of MAY ISSUE nearly One Million

BOOK *Magazine*

EDITORIALS romancing the tremendous travel possibilities of today appear each month in THE RED BOOK MAGAZINE. It is nationally recognized that these editorials are rapidly developing migratory individuals. Travel interest is mainly centered in the larger towns.

THE RED BOOK MAGAZINE'S circulation is 86% in communities of 2500 or more population—the urban market.



the RED BOOK *Magazine* reaches the urban market



THE OKLAHOMA PUBLISHING CO.

OKLAHOMA CITY, OKLA.

announces the election of

EDGAR T. BELL

to the office of

SECRETARY-TREASURER

*together with his appointment
to the position of*

BUSINESS MANAGER

Effective **MARCH 28, 1925**

E. K. Gaylord

President

THE DAILY OKLAHOMAN

OKLAHOMA CITY TIMES

OKLAHOMA FARMER-STOCKMAN

Be Yourself!

When You Advertise to Human Beings, Be Human

By Charles Pelham

ONE day last spring an advertising man crawled off a late arriving Pennsylvania train, muttering strange sounds. If we had been close enough we would have heard something like this:

"Advertising—Good Lord, they think advertising should be a monument to the dead.

"Who cares about their mummy-faced founder? Who cares how hard he worked to build the business? Who cares whether the 'annual output of Perriwinkle Petrified Prunes if laid prune to prune will reach from Hohokus to Hongkong?' There's not a man, woman or child who gives a hoot about the ancestry, ambition, acreage, heritage or foliage of the Perriwinkles or their prunes."

The advertising man was simply giving vent to his feelings after being told that his submitted campaign was "utterly lacking in appreciation of the leadership of Perriwinkle Petrified Prunes, our tremendous plants, and our peerless captains, Mr. Ogelthorpe and Hibben Perriwinkle, who have made the Prune take its rightful place in American dietetics."

But wasn't he also talking to us—in fact to most manufacturers and advertisers? Yes, in a way he was, for the difference between his viewpoint and that of the imaginary Perriwinkles is the difference between advertising to sell merchandise to human beings and advertising to make "Perriwinkle's" buttons burst off his vest.

And that brings up a question that many of us would like an answer to: "Should advertising to human beings be human?"

An able advertising man recently developed a campaign for one of his clients that told the advertiser's story more completely, convincingly and interestingly than ever.

But it didn't show a near-sighted man's view of the product. It didn't show either a bird's-eye or a worm's-eye view of the factory. It didn't show the president and chin decorations. It didn't tell how the product was made from A to Z, or give all its technical and mechanical details. It didn't give the number of employees, the floor space, a list of loyal workers, nor did it say the advertiser was the biggest, finest, greatest, oldest, ablest maker in the wide, wide world.

There was much doubt on the part of the advertiser. The advertising man was told that the company was selling goods, not heart throbs; that it wanted people to buy its products and that bedtime stories wouldn't make 'em do it; that "it would be a good ad if it got down to brass tacks and told folks why they should buy our brand."

The advertising man held to his belief in the "bedtime story," and as he firmly held the advertiser's confidence, the advertisement was eventually published.

To the surprise of the advertiser, it brought more favorable comment from the sales organization and the trade, and response from the public, than any previous advertisement.

It was an advertisement addressed to human beings which set out to be human and succeeded.

ADVERTISING'S VILLAIN

The two illustrations give us plot enough for a three-act discussion of the distasteful villain of advertising "Mr. I. Ego Me" in his blundering attempt to wrest from fair "Miss Prospect" a quarter for Perriwinkle's Petrified Prunes or whatever you are trying to sell her.

Why do human beings buy?
Disregarding the influence of

Darwin, Bryan and the Volstead Act, human beings are creatures that stand on two feet, have a head on their shoulders and a "heart" 'neath their vests.

The heart, unfortunately or not, controls the head while fear and desire control the heart with rare exceptions (you and me). In fact, desire seems to control nearly all the actions of human beings, except when the head is given a chance to reason things out—also a rare exception.

Call it instinct, sub-conscious mind, selfishness or anything you wish—we all want or desire all things that will help to make us happy. As a child, the red apple that attracts, the warm milk that soothes, the watch that fascinatingly ticks, the mother that loves and protects. As a child, these things are desired without consideration of others, with utter disregard for all rules of society and civilization.

As a young man or woman, the human being desires more than ever to be happy. But his or her desires have been broadened to include thousands of objects and conditions. Also, they have been tempered by the rights of others, by fear of consequences, by the rules of civilization. This causes the human being to start the use of his or her reasoning powers, which operate about like this:

Desire says: "Look what I see I want that."

Reason says: "I can't have it, because it doesn't belong to me and I haven't the money to buy it."

Desire says: "I want it, however, because it will make me happy, so lay plans that will help me get it."

Reason says: "You can do without it. You don't need it. What you have is just as good. Save your money, etc., etc."

Desire says: "But I want it, anyhow, and I'm gonna have it."

Whether or not we like to admit it, desire plays the controlling part in our lives. From the day we enter this earth, from sunrise to midnight, we are seeing

things we want, and laying plans to get them.

And right here is the climax of our first act. If *desire* is the driving power behind buying, what should advertising do about it?

What is advertising supposed to do to us?

A running broad jump over the usual explanations of advertising lands one right in front of a blank order book and a sharp pencil whose ambition in life is to record sales.

No one expects the readers of an advertisement to be so affected that they rush out of their homes and offices to walk a mile for anything. But shouldn't each advertisement, like each call of a salesman, carry the prospect nearer and nearer to the point where reason gives way to desire?

Certainly this should be the endeavor of advertising if desire controls our actions as potently as it is supposed to.

And advertising can do it only when it causes our wishbones to out-talk our backbones.

Take automobiles, for instance. Probably everybody wants an automobile. Certainly most of those who haven't one have the desire. But what is it they really desire? Is it to own an engine? A few, perhaps, but very few. To tinker with bearings and gears? No—mighty few of us are so mechanically inclined.

But isn't it true that every man, woman and child desires the pleasures, conveniences and comforts that a car affords?

We are not interested in mechanics, but the pride of rolling up to our house in a handsome gas wagon is present in every man's heart. Technicalities are as Greek to most of us. But talk about the rolling country side, the green fields, the thrill of going wherever you want to whenever you want to, and we are listening because all of us want to go, to ride, to enjoy ourselves.

And so it is with nearly everything we buy. We want these things because of the happiness they will give us or those in whom

Real Facts First

THE primary purpose of The News merchandising department is to help advertisers make their advertising in The News more productive and profitable

1. By supplying accurate market information in advance.
2. By using the experience of many merchandisers over many years as a guide in shaping the campaign.
3. By providing accurate check-ups during its progress.
4. By providing sales helps, accurate route lists, salesmen's portfolios and other necessarily vital assistance to the sales manager.

The cost of this cooperation is borne by The News as a means of increasing advertising results in Indianapolis. It is not concealed in the rate, as the cost of extravagant "merchandising service" must necessarily be. Nor is The News wholly altruistic in this.

So extraordinarily successful have been the campaigns in which the merchandising department has assisted, that The Indianapolis News carries more paid advertising, both national and total, than all other Indianapolis newspapers combined.



The INDIANAPOLIS NEWS

Frank T. Carroll, Advertising Manager

Dan A. Carroll

110 East 42nd Street, NEW YORK

J. E. Lutz

The Tower Building, CHICAGO

we are interested. Is there any wonder that emotions control our purchasing so largely? Is it unnatural that women desire a house as good as their friends live in, a car for the happiness it will give the family, a coat as beautiful as "that one Mrs. Morton has"?

Advertising that fails to tickle the wishbone in folks will have a hard time overcoming their backbones. More than that, it will have a hard time even to get a hearing.

And right here, we come to the climax of our second act. If *desire* is the itching urge that makes us scratch to raise the first payment, what should advertising do about it?

The answer is—*be human*. Be as human as human beings in their desires, *but* be sure it is *their* desires that are being talked of and *not* your own.

About six years ago the paint and varnish industry, being perfectly human, desired an increased use of its products. So it set out to urge folks to "Use more paint and varnish." This was to be the slogan. Luckily, someone who knew the public to be as human as the paint and varnish makers said: "No, 'Use more paint and varnish' is what *you* desire, but what John Houseowner desires is something that will help *him*."

This industry has greatly increased its volume in the last few years. No doubt, the unselfishness of its advertising has had a lot to do with its success. It is an excellent illustration of human advertising. Instead of saying "buy my product" it has stimulated our desire for what paint and varnish will do by saying to us, save the surface of *your* property and *you* save the property itself.

Postum could discuss at length the details of how this beverage is made, the purity of a cereal beverage, the size of the Postum plant or the company's manufacturing processes, till the cows come home, but what wife, mother, sister or sweetheart cares as much

about those things as she does about why men crack?

We are all interested in *our* health, but we have little time to devote to what the other fellow thinks of *his* accomplishments.

Hardware is a cold, flat, mechanical subject of inanimate brass, steel and bronze. Locks, door knobs, keys, hinges, cupboard turns, catches, etc., can be made quite technical. Instead, they have been made as interesting as "the skin you love to touch," by Corbin, who believes in human advertising.

Instead of dwelling on the complicated mechanism of a door check, its manufacture or construction, this company talks of the joy of living with "doors that never slam, that obey like well-trained servants—quickly, quietly and surely." Who doesn't desire well behaved doors? Such advertising makes sure of being read because it bases its appeal upon an existing desire in every man and woman.

No description of the ingredients or manufacture of Pond's Creams could ever compare with the fascination of learning how Mrs. Julia Hoyt helps to retain her beauty with this product. What woman wouldn't read that story? Give any woman one little ray of hope that she can be as beautiful as Mrs. Hoyt and she will buy anything. Why? Because the desire to be beautiful is fundamental in every woman. Pond's advertising capitalizes this fact by being equally as human in idea, copy and illustration.

Why shouldn't advertising to human beings be human? Lots of it is. But there are still a great many Perriwinkles who think the American public has nothing more exciting to do than read bromidic biographies about "The million square feet of our modern factory" or "Why I am the largest employer in the noodle industry," etc.

A good question to ask is: Are we advertising to *ourselves* or to *our customers*?

And a good axiom is: Be human—*be yourself*.

MORE FRENCH ADVERTISING

*in North America
in South America
in Great Britain
in France itself*

AERICAN VOGUE, in its April 15th issue, carries more advertising of the Paris couturiers than has ever before appeared in any American fashion magazine—including Vogue.

ARGENTINE VOGUE and BRITISH VOGUE carry the bulk of haute couture advertising in South America and Great Britain, practically without competitors.

While in Paris itself, the dramatic story of Vogue's superiority reaches a climax in the fact that FRENCH VOGUE leads every magazine in the world in this class of advertising.

Thus the international sweep of Vogue dominates the field of fashion advertising, just as it dominates the field of fashion information, both with the consumer and the trade.

In New York, Buenos Aires, London, Paris, Vogue leads.

VOGUE

NEWS!

THE net paid circulation of the Daily News, New York's Picture Newspaper, for six months ending March 31, 1925, was

795,160

copies each weekday. This is by far the largest daily circulation in America and exceeds the average of the next largest New York daily for the same period by almost one hundred and fifty thousand copies.

The average for the
Sunday News for the same
period was

987,199

copies—second largest Sun-
day circulation in New
York, and fourth largest
circulation in America.

Both averages show gains. The
average circulations for the month
of March, 1925, were: Daily—
859,679; Sunday—1,099,106.

Buy on a rising market!

*Have you read TELL It To Sweeney? You should.
Write for the series on your business letterhead.*

THE  NEWS
New York's Picture Newspaper

25 Park Place, New York
TRIBUNE Tower, Chicago

THE STAR offers you the *most* circulation in Indiana, outside of Marion County. It offers you the *best* circulation, too. Because it is a morning and Sunday paper, and sells for the highest price, The Star has selected for you the prospects who have the highest buying power and the highest standards of living.

The INDIANAPOLIS STAR

Always first — always fair — always complete



National Representatives

KELLY-SMITH CO.
 Marbridge Bldg., New York
 Lytton Bldg., Chicago

GRAVURE SERVICE CORP.
 25 West 43d Street
 New York

Beware the Dealer Who Misleads Your Salesmen

Too Often Salesmen Act as Vehicles for the Transportation of Untruthful Gossip about Competitors

By H. D. Arthurs

TWO paint manufacturers from the same town found themselves together on a train one day. Before long the talk drifted to the paint business.

"We've always done a nice business up in Salem," one of them remarked, "but lately there hasn't been any money in it."

"Serves you right," the other man replied. "We're in the same boat but it's your fault. Ever since you began paying freight to Salem, we've had to meet your fool practice and it's taken the profit out of our business up there, too."

"Where do you get the idea that we are to blame for this freight-paying business? If you hadn't started it, we certainly wouldn't have adopted it. It doesn't mean any more business out of Salem for us—just a matter of giving up a reasonable margin of profit."

"Where do we get that stuff about our starting to pay freight? Why, our salesmen came in time after time and gave it to me straight that you were allowing Miller & Hopkins freight right along. And when Miller began holding back business from us and throwing it all your way because you were allowing him the freight, we had to do something. Miller is related to my salesman and everything being equal, we'd have first chance at the business. But naturally with you paying freight, the business was lost to us."

And then there came about one of those interesting talks when competitors by chance get together and find that some buyer has been playing one against the other and getting away with an unwarranted concession, to the detriment of the whole industry. There also came to light the disastrous results which followed when the boss is inclined to listen to any rumor

which the salesman brings in.

When this particular case was sifted down, it turned out that the retailer was getting no freight allowance from either manufacturer. But he got hold of his relation, the paint salesman, and gave him a plausible story about what the other manufacturer was doing. In the meantime, he threw the volume of business to this other company. The gullible salesman, instead of talking the quality and salability of his paint, swallowed the yarn of what the competitor was doing and brought wild stories in to his boss.

THEN THE FUN BEGAN

Before long, the boss became excited, lost his head and said: "Is that so? Well, we've let that robber get away with his loot long enough. If he thinks he can pay a little freight and take away a good customer, here's where we show him something."

So paint manufacturer number one began allowing freight to that dealer. And the next week, the dealer showed the invoice, indicating the allowance for freight, to salesman from house number two. The next week saw the dealer getting freight from both houses.

"Plain mixed candy is plain mixed candy," a confectionery dealer was telling a candy salesman. "Your price is usually about the same as the other man's. But your house isn't wise. Sure, I pay the other fellow the same price as you quote me, but here's the rub: I buy twenty pails at a time. They ship me twenty-one pails and bill me for only twenty. The invoice is all straight, showing twenty pails, but I can count, can't I? I'm not trying to break your price down. But you asked me why the other people got the business and that's the answer. You

can tell your boss that when he appreciates my business and is willing to treat me right, you can talk to me. But you needn't waste your time until then."

Then the scene shifts to the office of the candy factory next Saturday afternoon. An excited salesman leans over the boss:

"I wish you could get out on the trade with me once in a while. You would get an ear-full—all straight stuff right from our best customers. Take old man Wilson, for instance: he's been a friend of yours for twenty years. I never get into his office but he asks about you. Always tells me he'd rather buy from us than anybody else. But when he tells me that Blank is giving him an extra pail of plain mixed with his twenty-pail order, am I going to call him a liar?"

"You know the sort of competitor that Blank is. You know you can't trust him further than you can sling a bull by the tail. Now, are you going to let me and the company lose a lot of good business just because those crooks are pulling underhand stuff? If that's the way you want to do business, it's all right with me. You're the boss. But I'm on that territory. You look to me to keep you in touch with things. It's up to you whom you want to believe. If you don't take my word for it, go around and see Wilson yourself."

And now the righteous boss: "Well, I've stood that long enough from those people. We've got to take care of our interests. We'll just cut the price of plain mixed a cent a pound and teach them a lesson."

As a matter of fact, the Blank Company was not sending out any free goods at all. But this is the conversation that takes place next Saturday in the office of the Blank Company: "Do you know what those porch-climbers did? Well, they cut the price of plain mixed a cent a pound all over the territory. They got busy and booked up all my trade at that price. They cleaned me out of all my Christmas business, because with that cent a pound to go on, they

booked up a lot of other business. They certainly are the limit. This is one bad time of the year to start cutting the price."

In the heat of competition, many a manufacturer is leaning over backward listening to his salesmen pass on to him the excited comments and rumors about rivals which, all too often, come from dealers who are willing deliberately to mislead the salesman.

And nine salesmen out of ten listen with ears wide open and minds wide open, too, to the suggestion that competition is doing this or that which his house is not doing.

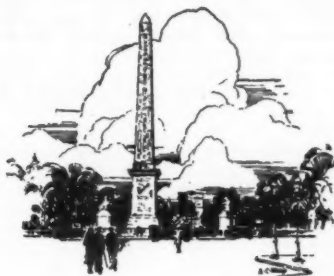
ANOTHER TYPE OF ALIBI

It is a wonderful help to many a slipping salesman to be able to assure the house that the reason he is falling down is because competition is "buying the business." And when the management is not set hard and fast on a definite plan and is willing to listen to such gossip, then the total cost of maintaining concessions runs into large sums.

"Sure, I listen to my salesmen," a sales manager explained. "But when they get all through I often say to them: 'Yes, you are right. I bet they are doing that and more too. But you tell your trade that we are giving them right now full value for the money. Our prices and terms are right, based on what we are selling. Maybe if we were trying to get rid of something not so good, we'd have to cut our price, too. And we'd be right there to cut. But we are giving honest value and our prices are figured as low as possible. Your job is to sell our goods at our price. If all you can do is talk price, then you're not the man to sell our line."

"We know that the trade is being flooded with a lot of goods supposed to be 'just as good' and a lot cheaper. That's why we are sending you out on the trade. If our goods didn't have to be sold—if we didn't have to explain personally their advantages to the trade, you wouldn't have any job. If all you can do is let a dealer tell you that such and such a brand

"A Class Magazine in a Class by Itself"



First in French Advertising... SECOND NOTE

Over 1,000,000 Francs

We have just received this cable from our Paris agents... "Lucien Lelong renews for twelve pages and Patou for six pages... Leading French couturiers have signed over one million francs in last twelve months."

OVER one million thrifty French francs...and all French francs are thrifty!...invested in one year in one fashion magazine...it is proof of what Paris thinks of the value of

Harper's Bazar!

Harper's Bazar

2/- IN LONDON

50c

10fr. IN PARIS

is as good as ours and then come in and tell me we have to make a lower price, you'd better not go out again. We aren't hiring you to go out and find out what somebody who doesn't know his costs is selling goods for. We know how to make our line and we know what it costs and we aren't hogs for profit. But we do mean to get a fair and right price. And that price is on our list. It's your job to sell at that price or get off the pay roll. We know all about what the other man is doing. When he does that, he is admitting to the dealer that his line isn't there compared with ours."

"What the other man can do, I can do!" is a dangerous business attitude to adopt. Being willing to lose money just "to show up that cut-throat" is all too often mere foolishness.

"I used to cover the trade myself," another manufacturer said, talking on this subject. "I know that competition, when it is pressed for business, is apt to fall into bad practice. And I know how hard it is for the average salesman to stand up against the argument that this competitor or that one is doing this or that. But, in the long run, it is easier for that salesman to stand right up and tell the dealer that he isn't selling that other line—that his line is worth the money—and that the proof of his line's superiority lies in the fact that the competitor admits it by confessing his inability to get as good a price.

"Another thing: it is just as well to explain to each salesman that while one such concession may be actual, the other nine exist only in the heads of buyers who feel that they are apt to buy cheaper by plain misstatements to salesmen.

"There was a time when I felt free to get together with my local competitors and we could talk these things over. Almost always, we found we were all in the same boat and that retailers and jobbers were playing us one against another. Today, though, we can't get together that way, for certain reasons. But there is one thing

I wish our competitors could understand and that is that more often than not the stuff which salesmen bring in about what a competitor is doing is pure fabrication or rumor which the trade figures will bring cut prices. It is easy to get a salesman excited. And it is easy for a man, when business isn't coming as it should, to put the blame on something his competitor is supposed to be doing."

"Bring it to me in black and white or don't bring it in at all," are the orders from another sales manager. "Maybe something gets past me now and then," he explained. "But in the long run we are money ahead by not taking too seriously all the talk about competition that salesmen bring in. Many a time we would let a salesman, otherwise coming nicely, go all to seed by listening too seriously to his stories about competition. Over and over again, we show him how foolish it is to take all the gossip too much to heart and how much better it is to admit, for the sake of argument, all the things a dealer says about that sort of thing, and then go right on and sell on the quality of the line."

Listening to what the salesmen have to say has brought some manufacturers to the edge of ruin. As soon as a sales force knows that the boss is susceptible to such gossip, it is surprising how it comes in.

Brooklyn "Citizen" Appoints Ingraham-Powers

The Brooklyn, N. Y., *Citizen* has appointed Ingraham-Powers, Inc., publishers' representative, New York, as its national advertising representative.

Detroit Bank Account for Campbell Agency

The Union Joint Stock Land Bank of Detroit, Mich., has placed its advertising account with The Campbell Advertising Service, Toledo, Ohio.

Garford Truck Company Appoints F. E. Borer

The Garford Motor Truck Company, Lima, Ohio, has appointed Frank E. Borer as its advertising manager. He succeeds A. J. Amos.

After all, it's what the READERS think that counts—

This issue of "Radio Retailing" is simply another evidence of the ability and versatility of the McGraw-Hill organization.

CHAS. L. EIDLITZ,
New York City.

We want to express on behalf of our association commendation of recent articles appearing in your excellent publication on the radio "gyp."

The character of "Radio Retailing" in general, and especially your method of taking up this subject, cannot help but build for the good of radio.

C. H. SCHMIDT,
Chairman, Trade Interests Committee, Radio Trade Association of Michigan, Detroit, Mich.

"Radio Retailing" is something that the radio retailer has needed for a long time.

J. J. CARROLL,
Ridgefield Park, N. J.

You are to be complimented on "Radio Retailing."

CLOW BROTHERS,
Angola, N. Y.

You have rung the bell. "Radio Retailing" is by far the best we have seen. It is aimed right, covers the needed points, and will prove a tremendous influence for good.

N. C. EWING,
Cincinnati, O.

"Radio Retailing" is certainly packed full of usable information.

M. H. SALMON ELECTRIC
COMPANY,

Syracuse, N. Y.

"Radio Retailing" is the best trade magazine I have ever read.

H. W. VINCENT,
Pasadena, Cal.

"Radio Retailing" is just the kind of magazine we have been looking for.

THE RADIO SERVICE COMPANY,
Portland, Oregon.

You are to be congratulated on the very constructive preachings which you are making in the work of radio-dealer development.

P. BOUCHERON,
Radio Corporation of America,
New York City.

Radio Retailing

A McGraw-Hill Publication—Tenth Ave. at 36th St., New York

In Cincinnati National are Concentrating

For years practically every national advertiser using display space in more than one Cincinnati newspaper has had the Times-Star on the schedule. But within the past twenty-four months an increasing number of national advertisers have come to use the Times-Star *exclusively* in this field.

Some of these, of course, are new advertisers. But many have been in the Cincinnati newspapers for years,—some in all four publications. With the more careful checking of circulations both with reference to *what it is* and to *where it is* they discovered that, so far as the Cincinnati market is concerned, the Times-Star alone gives complete coverage.

Undoubtedly the reactions of Cincinnati distributors and retailers are largely responsible for the concentration of Cincinnati advertising in the newspaper of concentrated Cincinnati influence.

CINCINNATI

CHARLES P. TAFT, Publisher

C. H. REMBOLD, Manager

Display Advertisers in the Times-Star

But whatever the reason or reasons may be, the fact is there. National advertisers in increasing numbers, regardless of their industrial classifications, have discovered what local advertisers have demonstrated for the past eighteen consecutive years,—that the Times-Star is the buyers' guide to the Cincinnati market.

And what a market it is! Nearly three-quarters of a million of the most truly American people in America! Native, white, well educated, well-to-do people whose average standard of living is high and not subject to the fluctuations necessarily characteristic of communities of less diversified industrial activity.

Write for detailed market information applicable to your proposition.

TIMES-STAR

Member of Audit Bureau of Circulations

THE Dairy Farmer



Extra Sales Effort

The advertiser always wants this placed where sales possibilities are best.

THE DAIRY FARMER, thru its advertising columns, acts as a special representative to more than 180,000 Dairy Farms. More sales are bound to result from an advertising effort—because of the Dairyman's larger and more evenly distributed buying power.

Let us tell you how THE DAIRY FARMER fits into your plans for making extra effort where extra effort counts most.

THE MEREDITH PUBLICATIONS

THE DAIRY FARMER
SUCCESSFUL FARMING
BETTER HOMES AND GARDENS

E. T. MEREDITH, Publisher
DES MOINES, IOWA

Is Advertising All?

A Salesman Suggests That the Frequent Talk to Dealers about What Advertising Will Accomplish Be Toned Down

By Fred J. Charles

[EDITORIAL NOTE: Mr. Charles is an underwear salesman. His views on advertising and selling are typical of the attitude of many salesmen. If his ideas are well-founded, they indicate a need for radical changes in methods of presenting advertising to dealers. If they are not accurate observations, Mr. Charles' remarks serve the purpose of demonstrating to sales executives the need for more intensive education of salesmen in the use of advertising as a sales tool.]

IS advertising all?

I ask that question in all seriousness. I don't think it is—not by a long shot. Important? Sure thing. But it certainly is not the whole show.

Yet you would think that advertising really was all if you heard some of the remarks salesmen make to dealers. And I think I know why much of this "misinformation" about advertising is being spread around. The following actual experience is self-explanatory.

I attended a banquet, held in one of Chicago's finest hotels, a short time ago. It was the opening gun of a big advertising and selling campaign, to secure distribution of the product of a large Eastern factory, which had decided to "capture" the Chicago market.

Yes sir, capture is the word, and something just under a "hundred thousand" was going to be spent in advertising, to turn the trick.

The vice-president of this concern, with several super-high-pressure salesmen, had come out expressly to "put this over."

The vice-president talked, the high-pressure salesmen talked—all told us just how easy it was to put this thing over. The only ones who didn't talk were the local salesmen and the waiters.

Well, we started out. Distribution of a certain kind was secured. I think many dealers stocked the line with a sort of

"these fellows are sort of forcing this stuff on us, but I'll put in a few" feeling. Not exactly a state of mind that would warrant real good-will toward the manufacturer.

Unfortunately, I am not able to give figures, but I have talked to some of the dealers, and kept a fairly close tab on the results of all this effort. The net result, after weighing all things in the scales, leads me to believe that everybody over-talked the "selling" power of this campaign.

In some cases the dealer would say, "Well, you can send me a few. If this advertising draws, I can always get more." Not much real interest there, was there?

I believe, if we had borne down harder in selling the merchandise on its merits, coupling up the advertising as a dealer help, which it really is, we would have procured a far better distribution, in volume, besides really "selling" the dealer on our merchandise—not a combination sale of advertising and merchandise, or in some cases selling only the advertising.

In this campaign, I carried an advertising portfolio which was very complete and elaborate. It took time to explain this to the dealer.

THE PROCESS OF "PUNCHING UP"

But I believe better results would have been obtained had I devoted more time to selling merchandise. The advertising will do its part, whether the dealer knows the complete story of the campaign or not. Of course he must be told of the benefits he will get by tying up with the advertising. But he needs "punching up" by direct mail, I would say, just before the advertising commences.

It seems that our salesmen had so much of this big advertising campaign pumped into them, that

they forgot their merchandise talk, or couldn't crowd it all in.

Now, the product is really an excellent one, and I can and did sell it on its merits later on.

I frankly confess, however, that at times, I found myself calling off dates advertisements were to run and so forth, which, while perfectly proper, took time and thought, which should have been devoted to talking merchandise.

And therein lies the danger.

Advertising is fascinating. It fascinates the salesman and dealer, under the pressure of a good strong talk. Both wander off, hand in hand to dream that they now have a super-salesman working for them, who will just naturally drive the customers into the store and sell the goods. And the use of ordinary, everyday salesmanship is forgotten.

"Create the demand, and I will stock your goods" is a dealer objection that is still far from being answered satisfactorily. It is the dealer's usual answer to the stock phrase "Our extensive advertising campaign will create the demand for our merchandise," or similar expressions. The question is: Does it?

It does not, in my experience—not without the full co-operation of the dealer.

This phrase "creates the demand" seems to be decidedly misleading.

There is a better way of expressing the power of advertising. The assertion is too positive and a little dangerous, under some circumstances, and with some dealers. Does it not put too much weight on advertising and lead us all to expect too much?

Your advertising, we will say, pictures to consumers, the good points of that mouse-trap of yours. It leads them down the unbeaten path to where you keep (or sell) that mouse-trap. And then what?

There must be the co-operation of the dealer and his clerk, who should be all set to show the good points of that trap. They are—if the manufacturer's salesman has done his part, and not over-

stated the power of advertising.

While every line requires different treatment and circumstances at times would make a change of the story necessary, it appears better results would be secured, if the salesman's advertising story to the dealer, ran more on this order, "My firm is doing everything possible to help you sell your goods, Mr. Dealer. Our advertising will run in the leading magazines and newspapers starting We firmly believe, if we secure your co-operation in coupling up with our advertising, by window and store display of our goods, about this date, that it will be profitable to both of us."

A further suggestion that the dealer include the article in his regular advertising or do some special advertising should about cover the salesman's advertising talk.

And then back to the merchandise, for are we not there to sell goods, primarily? Believing that, if I can get my dealer in the receptive, buying mood by demonstrating to him that my merchandise has the right selling points, that my concern is anxious to co-operate with him to help move the goods, I feel I am creating more confidence in my line, the house and myself, than if I told him all the details of a million-dollar advertising campaign.

And that's what I came to see him for—to get his confidence in our goods. My short mention of the advertising we are doing to help him sell, my demonstration of the article, and lastly my "selling" my house to him, has inspired that confidence, which I hope will grow into many orders.

R. D. Allum with Lord & Thomas

Ralph D. Allum, formerly chief of the copy department of the Chicago office of Ruthrauff & Ryan, Inc., advertising agency, has joined the staff of Lord & Thomas, Chicago.

T. W. Le Quatte Leaves Potts-Turnbull

T. W. LeQuatte has resigned as vice-president of The Potts-Turnbull Company, advertising agency, Chicago.

Q How much purchasing power is there in a circulation of 502,145?*

No advertising man can accurately answer that question, but *any advertising man* will admit that it's far too much and too valuable to overlook.

CHICAGO  AMERICAN

A good newspaper

***502,145 daily average
net-paid circulation for
February**

How the Short Season Product May Be Advertised

Advertising of Straw Hats an Example of Difficult Problem

McCONNELL & FERGUSON LTD.,

LONDON, ONT.

Editor of PRINTERS' INK:

Last spring we noticed advertisements appearing featuring straw hats. To our knowledge this was the first campaign of its kind ever prepared, although of course straw hats may have been advertised before, that is nationally without coming to our attention.

Have you any information regarding the results which were obtained by this advertising? Also, would you let us know if these advertisements were placed by the same manufacturer and if it was this manufacturer's first attempt to stimulate sales through newspaper and magazine publicity?

We would be grateful if you could gather data showing just on what plan this campaign was based, whether magazines were used or newspapers. If the retailer was supplied with direct mail material. If store cards were a part of the plan and anything else which you feel may be of value to us.

It would be appreciated very much if you could supply us with this material within the next few days as it will have a bearing on influencing a client whom we would like to close for a spring campaign.

McCONNELL & FERGUSON LIMITED

W. D. MOFFATT.

STRAW hats have been advertised off and on for several years. It is probably true, though, that they were advertised last year more than ever. Whether or not this advertising has been profitable cannot be answered definitely. It all depends on the viewpoint.

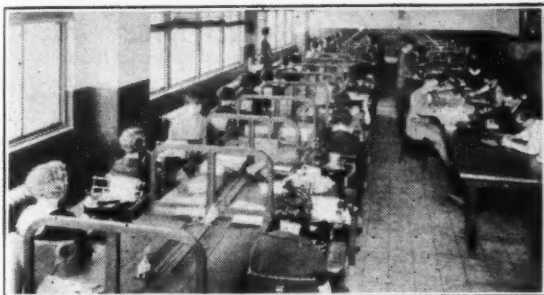
The advertising of a short season product always presents difficulties. These difficulties in the case of straw hats are numerous. In the first place, the straw hat season is exceptionally short—only six weeks at the most. In the second place, the straw hat is almost altogether a city and small-town proposition. The conventional straw hat has never attained much of a sale among farmers. In the third place, there is a feeling in the industry that eventually straw hats will become a negligible factor in the hat trade. Many men find stiff straw hats uncomfortable. For this reason they prefer the leghorn or panama types. On the other hand, these latter types

stretch so easily that many buyers are prejudiced against them. That explains the ever-increasing popularity of light-weight felt hats for summer wear.

Despite these difficulties, straw hats have been successfully advertised and undoubtedly will be advertised for many years to come. Even though the straw hat does become as dead as the dodo, its demise is likely to be more gradual than precipitous. The alarmists cannot convince us that the straw hat will disappear during the lifetime of anyone now living. Since there will be hundreds of millions and probably billions of these hats sold before the straw kelly reaches its doom, if it ever does, advertising will continue to be a helpful influence in making these sales.

We understand that one attempt was made to advertise straw hats throughout the year, but that this plan has been definitely abandoned in the industry as not worth while. Seasonal advertising, however, has been demonstrated as practicable by at least one of the exclusive straw hat manufacturers. The manufacturers in the best position to advertise, however, are those who make both straw and felt hats, such as Mallory and Knox. Mallory is well satisfied with the results of its straws last season—so satisfied that we understand the campaign is going to be run again this year. A full-line hat manufacturer can stress his trade-mark regardless of what kind of hat he may be emphasizing in any particular advertisement. In this way the advertising of straws would promote the prestige of the line and help other hats as well as the kind advertised. When a seasonal product can be tied to a line, which itself sells pretty much through the year, it can be advertised without the harassments that ordinarily beset the seasonal advertiser.—[Ed. PRINTERS' INK.]

THE WANT AD..Your Index to Detroit Advertising Results



Sixty Operators on World's Largest Want Ad Board Necessitated by Increased Popularity of News Want Ads

On Sunday, March 29, The News set a new record for Detroit in number of want ads printed on a single day by publishing the tremendous total of 13,130 separate want ads—a total greater by 7,710 than the number printed by the second medium! This instance is reliably representative of the consistent leadership The News enjoys in the Detroit want ad field, for during 1924 it published 1,357,857 want ads—over 773,000 more than the second paper.

That this consistent leadership in the want ad field is indicative of superior resultfulness in general advertising is particularly evidenced in the total advertising carried by The Detroit News during 1924—over 30,500,000 lines—a new world record! The Detroit News consistently leads in local display, national advertising and in every selling classification.

The Detroit market offers advertisers an unique opportunity. It is a market paying America's highest wages to workers in numbers. It is a market covered economically by one newspaper, The News. In fact, no city Detroit's size or larger is as thoroughly covered by a newspaper as Detroit is by The News. Take advantage of the flood tide of better business now covering Detroit's area. Advertise your product in The Detroit News.

WORLD LEADER IN ADVERTISING CARRIED IN 1924

The Detroit News

Greatest Circulation Weekday or Sunday in Michigan

VICTORY

—but at what price?

PYRRHUS, after his victory over the Romans, with great slaughter on his own side, said, "If we have another such victory, we are undone."

Great generals of history since learned that the price of victory often is defeat.

Now in the commercial world, experts in selling economics are warning against too much pressure, too much expenditure, too much overselling, as leading to industrial "Pyrrhic Victories."

Recent business surveys, conducted through our establishments in New York, Chicago, Los Angeles and San Francisco, prove the soundness of that warning.

"Breaking last year's record," a noted banker is quoted, "has become a national obsession . . . if a man doesn't go ahead 10% every year, he thinks he is going backward."

Thus in dynamic quest for greater sales, greater selling expenditures are invited, advertising appropriations increased—and profits eaten up by selling costs.

* * *

Have you ever viewed your business from that standpoint?

Encouraged by prior successes, under differing conditions, are you perhaps *paying too much* for your present victories?

Knowing when to retreat is as important a factor in business and advertising strategy as knowing when to charge.

The most successful business generalship is in sensing the right moment.

Holding a strategic position often is immeasurably

more profitable than advancing, at great cost, to gain a but little greater one.

* * *

Contrariwise, under some conditions, selling and advertising must be pushed to their utmost limit. For these times there come circumstances peculiarly responsive to intensive exploitation; times when, through sheer aggressiveness, profits may be multiplied and leadership assured.

"The Battle Only Goes to the Brave" may be an age old bromide. Yet, in advertising, Courage and Vision alone win—but tempered with the caution of conservatism.

The fruits of victory are for those who dare. But business victories are not worth while which too long defer or curtail a profit showing.

* * *

The experienced advertising counselor plans programmes and campaigns on that basis. The end must justify the means.

He seeks greater sales and ever-increasing dollar volume for those whom he serves—but, above all things, *entrenched leadership and consistent earnings.*

Thus pressure should be applied only with due regard to profit sheets. And retrenchment advocated when safety from competitive attack admits it.

To us that seems but simple common sense. And common sense, as we see it—the application of its principles and policies—is the *one* open road to uncommon results in advertising.

The miracle of advertising is that when applied in a common-sense way, it brings magical results.



LORD & THOMAS

Advertising

LOS ANGELES
724 South Spring Street

SAN FRANCISCO
225 Bush Street

CHICAGO
400 North Michigan Avenue

NEW YORK
247 Park Avenue

LONDON, ENGLAND
Victoria Embankment



An analysis of 1000 representative farm homes shows two facts important to every advertiser:

Forty-two different magazines went into 264 of these farm homes.

Only 12 per cent of FARMER'S WIFE subscribers were reached by any of these magazines.

Efficient advertising demands that the dominant medium be used. In the case of 750,000 farm women, it is

THE FARMER'S WIFE

A Magazine for Farm Women

WEBB PUBLISHING COMPANY, PUBLISHERS

St. Paul, Minnesota

Western Representatives
Standard Farm Papers, Inc.
1109 Transportation Bldg.
Chicago, Illinois



Eastern Representatives
Wallace C. Richardson, Inc.
250 Park Avenue
New York City

Members Audit Bureau of Circulation

Ideas—the Best Dealer Helps for High-Class Stores

A Dealer Who Can't Use Conventional Dealer Helps Tells What He Really Wants

By James True

NATIONAL advertisers frequently complain that high-class and exclusive retail stores will not use their expensive dealer helps as a tie-up with their advertising. But if they want to help their intelligent and aggressive customers in this class, there are certain other dealer helps that they can furnish at very slight expense, and that will be used by their customers.

This fact was emphasized by S. R. White, advertising manager of Raleigh Haberdasher, Inc., Washington, D. C., a large and fashionable store that carries high-class wearing apparel for men and women. Mr. White had just returned from a trip to Chicago, a scouting expedition for the purpose of accumulating the kind of dealer helps he mentioned.

"Our merchandising policy," he said, "prevents our using many of the conventional dealer helps offered by most manufacturers; but we are always on the lookout for good, practical, tried and tested ideas that will aid us in improving our general advertising and especially the circular letters that we frequently mail to our lists.

"Last week, I spent several hours in the advertising department of Hart Schaffner & Marx, whose clothing we have handled exclusively for many years. There I searched through a large collection of letters, direct pieces and newspaper advertisements, used successfully by the company's customers during the past season, and, as a result, I've returned home with a brief case full of invaluable ideas and suggestions. This company's co-operative advertising is exceptionally helpful.

"Good letter ideas are particularly interesting to us. In all, we mail about fifty letters a year to our complete and special lists.

We do this as an important and profitable supplement to our rather extensive newspaper advertising, to gain results that cannot be accomplished by any other method that we know about.

"From my own experience, and from talks with advertising managers of stores similar to ours, I've learned not only that good circular letters are about the most difficult things in the world to write, but also that a letter which will pull profitably for a store of our kind in San Francisco, Chicago or any other American city, can be adapted to produce about the same percentage of results in Washington. Furthermore, it is just about impossible to say whether a letter will pull or not before it is tried, so our demand is for letter ideas that have demonstrated their pulling power.

"Unfortunately, I cannot show you any letters that were furnished us by advertisers; but I can give you a letter that fairly represents the kind of material we are looking for. Some time ago we moved from Pennsylvania Avenue to our new store in F Street. The move was widely advertised in the newspapers and by special mailed announcements; but for six months we had known that many cash and charge customers of the old store had not followed us to the new location.

"This condition was not to the discredit of our advertising, since our volume of business had increased to a highly satisfactory degree. Obviously, the problem called for a special letter or series of letters; but although several thousand customers of our manufacturers must have moved during the last few years, and while some of them, facing a like problem, must have solved it with letters,

we could not get hold of any copies of them. So we got up a letter here in the office, and it proved to be a lucky hit. Judged solely by results, it is one of the most successful letters we've mailed this year, and I'll be glad to pass it along if you think the readers of *PRINTERS' INK* will be interested."

The letter referred to by Mr. White brought a return by mail of slightly more than 10 per cent. In addition, it brought many of the old customers into the new store to explain, and resulted in several thousand dollars' worth of direct sales. It was multigraphed on an excellent letterhead, carefully filled in, and bore the facsimile signature of the vice-president and treasurer of the company. Here is its text:

DEAR MR. —

Frankness is one of the most admirable traits in human nature. We're trying to be frank with you in this letter, and we'd like you to be perfectly frank with us in return.

Our records show that you haven't visited our clothing department since we moved into our big new F Street store more than a year ago.

We'd like to know why.

Perhaps our service slipped in some respect. Mistakes do happen, but we don't know anything about them unless they are brought to our attention. Don't be afraid of hurting our feelings—if this is so, tell us.

Perhaps the suit or overcoat you bought at the old Avenue store has given you such splendid service that you haven't needed a new one since. If that is so, tell us.

Perhaps you are of the impression that our new store is expensive. We'd like to know.

In other words, something has kept you out of our new store. Won't you tell us just what the reason is—and tell it to us just as if you were in the store now, talking to us man to man?

We'll appreciate it, and we'll treat your information as confidential. We are continually striving to make a better store, give greater values to the public, please them—and your information will help us to do it.

Very cordially yours,

RALEIGH HABERDASHER, INC.,

B. D. JENKINS.

In commenting on the results produced by this letter, Mr. White said that approximately one in ten of the old customers who replied had, or thought he had, an actual grievance. "This gave us the opportunity," he continued, "of correcting our mistakes and

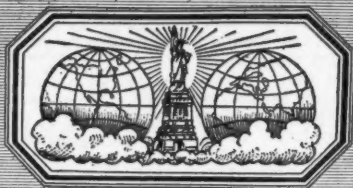
of re-establishing profitable relations in a number of cases. Then, those who replied and had no grievances also taught us some interesting things about our business; a number wrote us that the new store was too far from their offices to be convenient, which suggested to us that the advance notice of special sales might be the inducement to bring them back.

"Three men, among the best customers of the old store, mentioned a problem that is growing more serious every day with many stores. They wrote that it was difficult to find a place to park near the new store, that parking was limited to thirty minutes on F Street, and that they preferred to shop in the old neighborhood for this reason. We immediately wrote them, giving them the special privilege of driving through the alley to the rear of the store and parking as long as they wanted at any time, and, within a few days, all three called at the store to thank us and resume relations.

"We spend 5 per cent of our gross receipts for advertising. We use two Washington newspapers regularly and all of the others occasionally. Our mailing list is divided into about eight different sections and totals approximately 18,000 names, which are constantly being added to with prospects and new customers; it is checked frequently and is kept up to date by a young lady who devotes all of her time to it.

"While our direct work costs considerably less than our other advertising, we do not consider it any less important; but good letter ideas are much more difficult to find than good newspaper advertising ideas. If one of our manufacturers had sent us the letter referred to we would consider ourselves indebted to him, and since we still have more than 80 per cent of the old customers to hear from, we shall feel the same way toward any of the national advertisers we buy goods from, who will show us how to write effective follow-up letters.

"Several of our manufacturers occasionally send us circular let-



Three Cents!

AT 3 cents per copy, THE WORLD entirely overshadows the two 2-cent newspapers most generally compared with it in QUALITY of circulation, in that intensive city selling-area where the manufacturer has his best distribution and in which the merchant makes his greatest number of sales.

Favored, therefore, with the type of New Yorker who is able and willing to pay 3 cents for his morning paper, THE WORLD occupies a unique position among the newspapers of the greatest retail market in America.

On the score of selling-price alone, if its own columns were not sufficient evidence in themselves, THE WORLD today is indisputably the *quality* medium of the morning field.



MALLER'S BUILDING CHICAGO	PULITZER BUILDING NEW YORK	GENERAL MOTORS BUILDING DETROIT
SECURITIES BUILDING SEATTLE	CHANCERY BUILDING SAN FRANCISCO	TITLE INSURANCE BUILDING LOS ANGELES

ters featuring their goods in the expectation that we will send them out to our customers and prospects. We are, of course, glad to get them, for they sometimes contain ideas that we can use; but a good letter is always something of an experiment, and is very seldom produced by a bright young man in the advertising department of the manufacturer. What we want are letters created and successfully used by stores of our kind in all parts of the country—letters that have been proved resultful in solving the specific problems of the high-class retailer, containing good ideas that we can adapt for the solution of our problems. One or two of our manufacturers are now making an effort to collect such material and pass it along to us, and we have assured them that they cannot do anything of more value to us in the way of furnishing dealer helps."

Appointed to Represent Texas Newspapers

The San Antonio *Light* and the Fort Worth *Record* have appointed Payne, Burns & Smith, Inc., publishers' representative, New York, as their Eastern advertising representative. Both newspapers also have appointed the G. Logan Payne Company, publishers' representative, Chicago, to represent them in the West.

E. W. Jones Joins Needham Agency

E. Willis Jones, formerly with Bierman, Strouse & Bohnert, commercial artists, Chicago, has joined the staff of the Maurice H. Needham Company, Chicago advertising agency. He will specialize in layout work and mechanical production.

New Account for Louis H. Frohman

The Malco Products Corporation, Brooklyn, N. Y., automobile accessories, has placed its advertising account with Louis H. Frohman, New York advertising agency. Business papers and magazines will be used in a campaign on the Malco vacuum cleaner.

Joins Joseph J. Borgatti

Martin Marck, formerly advertising manager of the Boston *Kuryer Codzinsky*, has joined the staff of Joseph J. Borgatti, Inc., foreign language newspaper representative, Boston.

New Quarterly Started by McCall

The Buyers Yardgoods Review is the name of a new quarterly publication which has been started by The McCall Company, New York, in the interest of the *McCall Quarterly*. The new publication is of a specialized trade nature and its editorial contents are devoted to the interests of buyers of silk, cotton and dress goods, merchandise managers and other store executives who are engaged in promoting the sale of yardgoods for home sewing.

The first issue of *The Buyers Yardgoods Review* is the April, 1925, number. It will be regularly issued in January, April, July and October. Harold C. Kennedy, advertising manager of the *McCall Quarterly*, is advertising manager of the new publication.

Underwood & Underwood Merged with Elliott Service

Underwood & Underwood, Inc., New York photographers, has been merged with the Elliott Service Company, display advertising, also of New York.

James Elliott, president of the Elliott company, will become president of Underwood & Underwood, which will be continued as a separate company. Bert E. Underwood and Elmer Underwood, who founded the company forty-three years ago, will retire but retain an interest in the company. Their sons, E. R. Underwood and C. T. Underwood, will continue as officers and directors.

"Sportlife" Becomes Macfadden Publication

Sportlife, Philadelphia, has been purchased by Macfadden Publications, Inc., New York, making the thirteenth link in the Macfadden chain of periodicals. The first issue under the new management will appear in July. *Sportlife* will be enlarged from sixty-four to ninety-six pages and its editorial contents will be broadened more thoroughly to cover the field of general sports. Charles A. Penn, advertising manager of *Movie Weekly*, also will be advertising manager of *Sportlife*.

O. M. Curtis, Jr., Joins Wm. T. Mullally Agency

O. M. Curtis, Jr., former general sales manager of the Hydro Refrigerator Company, New York, has joined Wm. T. Mullally, Inc., advertising agency of that city. He will be in charge of merchandising service and sales promotion. Mr. Curtis was at one time with the Einson-Freeman Company, lithographer, as sales manager.

"Outdoors Pictorial" Appoints Representative

Outdoors Pictorial, Washington, D. C., has appointed the Samuelson-Mitchell Company, publishers' representative, Kansas City, as its advertising representative in that territory.

*The choo-choo will soon be calling
in New Orleans!*



*They observed
Official Straw
Hat Day ten
days ago in
New Orleans.*

The mercury in the thermometer is steadily climbing.

The opening of the going-away season is just around the bend.

New Orleans and its trade-zone are prosperous—every year more and more people are getting the going-away vacation habit—and The Times-Picayune reaches close to 100 per cent of the folks you want to reach. Get that Resort and Travel Advertising Ready!

The Times-Picayune

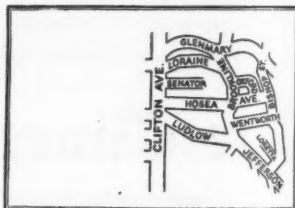
FIRST FOR THE SOUTH

Last year The Times-Picayune printed 62,482 lines of resort advertising as compared with 24,486 lines in the second paper and 17,351 lines in the third paper; 331,348 lines of steamship and travel advertising as compared with 114,462 lines in the second paper and 88,350 lines in the third paper; and 210,968 lines of railroad advertising as compared with 178,035 lines in the second paper and 147,313 lines in the third paper.

Representatives: CONE, HUNTON & WOODMAN, INC., New York
Chicago, Detroit, St. Louis, Kansas City and Atlanta; R. J. BIDWELL CO.,
San Francisco and Los Angeles



In this section of Clifton Avenue on the West, and Ludlow and Jefferson Avenues on the south, are 164 residence buildings. To it, daily, are delivered 152 Enquirers.



N.B. This advertisement is one of a series appearing in The Enquirer. Each advertisement personalizes a Cincinnati suburb by describing the type of woman characteristic of this suburb; in each advertisement, too, The Enquirer's coverage of the district is shown.

I. A. KLEIN
New York
Chicago

R. J. BIDWELL CO.
San Francisco
Los Angeles

THE CINCINNATI

"Goes to the home,

Mrs. Clifton...

Heiress to Millions

Mrs. Clifton's earliest recollections are of a big stone house set deep in a park of elms; of the family coach-and-two; and of the wainscotted library where her father, each morning after breakfast, retired to read his *Enquirer*.

Today, from her spacious apartment, Mrs. Clifton can see the smart subdivision that has replaced the park of elms. Below at the door stands a limousine; this has replaced the coach-and-two. But otherwise there have been few changes. Mrs. Clifton's interests are chiefly those of her mother before her. Her life, with modern touches, is the judicious, sane life her parents led.

One of the family habits which Mrs. Clifton has inherited is that of reading the *Enquirer*. To it, like her father, she turns each morning after breakfast

Naturally, such a reader as Mrs. Clifton is prized by every advertiser. Hers is an unlimited buying power. She has been trained from girlhood to expect the best, and to know the best when she sees it.

How many Mrs. Cliftons are there? In her suburb are 1021 residence buildings; and to it, daily, are delivered 1424 *Enquirers*. A market rich in potential sales for the advertiser; a market covered thoroughly, economically by one great medium — The Daily *Enquirer*.



8 A.M.



ENQUIRER
stays in the home"

In advertising when
you save the surface
you *don't* save all.
Good advertising
commences with
the caissons.

McJunkin Advertising Company

Dominant Idea Advertising
Outdoor • Newspaper • Magazine
5 South Wabash Avenue, Chicago

A Captain of Industry on Advertising

John D. Ryan's Changed Attitude toward the Advertising of Copper Is a Lesson to Many Other Producers

IT has long been noted that the leaders in American industry seem to be divided into two distinct schools. One type of manufacturer or producer places most emphasis upon the making of the product or getting it out of the ground and refining it, as in the case of a raw material. The burden of selling he places somewhere else.

The other school realizes that demand, being the basis of business, the closer a company gets to the source of this demand the more certain it is of permanent progress. This school spends much time and thought on the selling end of the organization. The company itself determines the selling policy and bends its efforts toward better sales methods for the final consumer's benefit.

There is, thus, a great difference in the fundamental ideas of William M. Wood, former president of the American Woolen Company, and William Wrigley, Jr., or William Cooper Procter, for example.

The picture formed by those business leaders who are changing their attitudes on this fundamental business plank visualizes one of the most interesting tendencies of modern American business. This change is beginning to be noticed particularly among the heads of the great companies whose stock is listed and traded in on the New York Stock Exchange. There was a time, not many years back, when scarcely any of these companies came close to the public in the matter of selling and advertising. Now the situation is almost exactly the reverse.

John D. Ryan, a few short years ago, could accurately be said to belong to the school of industrial leaders who, like Wood and Gary, placed most emphasis on production and who regarded the building of demand and creating wants

in advance through broad gauge advertising and sales policies as of secondary importance. This attitude on the part of steel producers was summed up by G. H. Charls in his recent address before the American Institute of Steel Construction when he said: "Shall we bow to the superior sales efforts behind competing products? Or shall we master the



Why not certified water?

You willingly pay a few cents more so that your children may have Certified Milk. You recognize it as an investment that pays dividends in good health—and even doctor's bills.

But how about the water they drink? Is it as pure as it can be? With Anacoda Brass Pipe—yes.

Anacoda Brass Pipe resists rust or contamination the water. Installed in your home you are certain that the water from the faucet is clean and pure.

In addition, Anacoda Brass Pipe will last as long as the house stands. No expensive repairs and replacements. Yet, this complete guarantee adds only about \$75 to the cost of a \$45,000 house. Let us send you our booklet—Ten Year House.

THE AMERICAN BRASS COMPANY
GENERAL OFFICE: WATERTOWN, CONN.

ANACODA BRASS PIPE

Manufactured by leading Plumbing Contractors everywhere

THE COPPER INDUSTRY IS TURNING TO HUMAN-INTEREST COPY

situation in a manner worthy of the traditions of the steel industry?"

The 1,000,000 tons of steel roofing per annum displaced by aggressive sales efforts on the part of prepared roofing manufacturers worried the steel industry and is to be met by the co-operative advertising campaign of twenty-eight manufacturers of sheet steel described in last week's issue of PRINTERS' INK. John D. Ryan, whose industry and company also lost much ground several years

ago when competing metals used aggressive sales and advertising methods, finally changed his mental attitude toward advertising and adopted for his company an advertising campaign which has made the public familiar with the merits of Anaconda brass pipe and copper wire screens.

POSITIVE VIEWS

Some of the financial writers recently asked Mr. Ryan—and no doubt they were in a somewhat skeptical mood—whether the advertising of his company and the co-operative advertising of the industry had been of any real benefit in stimulating consumption.

This big captain of industry is not a prolific talker. One financial writer said of him: "Mr. Ryan doesn't say anything unless he has something to say, but when he says it everybody listens. When it comes to taciturnity as a habit he makes a certain eminent citizen who is credited with a tongue tied at both ends seem positively talkative."

This is how Mr. Ryan replied: "Undoubtedly, advertising the advantages of copper has had much to do with increasing consumption in this country, and its effects undoubtedly will soon begin to show even in Europe. Anaconda in January sold and shipped more brass pipe than in the whole year 1920, which was characterized by activity in building as well as in industry generally. It is advertising that makes the American people appreciate the advantage of using brass water pipe in houses. The industry is just beginning really to feel the results of this advertising."

"Despite the slump that has recently occurred in the price of copper, I would, in reply to your question as to the outlook, repeat that I believe Anaconda's bookings of new business during the last quarter, as well as its record output and shipments of finished brass and copper goods, are indicative of the activity in the industry as a whole. I know most of the copper refineries are being pressed to make deliveries to

fabricators. I, therefore, believe that 1925 will prove to be a record year for copper consumption, both here and abroad."

There are hundreds of individuals at the heads of great companies who could, if they would, greatly stabilize demand and come far closer to the final users of their materials, both in other industries and among the general public, if they would listen to and heed the great change in attitude toward a more enlightened sales policy indicated by John D. Ryan's recent statement.

Williams & Cunningham Add to Staff

Earl M. Cummings, for the last ten years advertising manager of the Burson Knitting Company, Rockford, Ill., and R. H. Riemenschneider, formerly with the Charles H. Fuller Company, Chicago advertising agency, have joined Williams & Cunningham, Inc., Chicago advertising agency, as staff executives.

E. M. Abbott, formerly with the advertising department of Marshall Field & Company and more recently with Henri, Hurst & McDonald, also has joined Williams & Cunningham as a member of the research department.

Time Payment Plan for Beaver Products

The Beaver Products Company, Inc., Buffalo, maker of wall and roofing materials, has established a new partial payment plan by which Beaver products may be purchased. Through this plan dealers may offer home owners the opportunity to reroof, remodel or repair, making payments over a period of ten months. Double pages in color are being used in national publications to announce the plan to the public.

Miner Rouge Account for Morse International

The advertising account of the Estate of Henry C. Miner, Inc., maker of Carrot Rouge, has been placed with the Morse International Agency, New York.

The Chloro Chemical Corporation, Mt. Vernon, N. Y., manufacturer of Firma Chloro, has also placed its advertising account with the Morse agency.

Mark J. Lacey, Manager, Pyrex Sales

Mark J. Lacey has been appointed manager of the Pyrex sales division of the Corning Glass Works, Corning, N. Y. He succeeds W. T. Hedges, resigned. Mr. Lacey has been with the Pyrex sales division for nine years and for the last two years has been assistant manager.



THE
*World's Greatest
 Advertising Buy
 has moved—*
 NOW—
9 East 40th Street
 NEW YORK


 The American Weekly

A. J. KOBLER, Mgr.

"If you want to see the color of their money—use 'color'." A.J.K.



Where to Get Advice on Investments

DETROIT, MICH.
Editor of PRINTERS' INK:

There have been so many articles in various publications along the line of Roy Dickinson's article, "Making It Difficult for the Blue Sky Salesmen," that I think it is high time that somebody stepped in with a word of caution. The banks, trust companies and other conservative banking institutions have seized upon the idea of warning the people against investments other than in banks or trust companies or bonds to such an extent that it is becoming increasingly difficult to sell legitimate stocks for new enterprises.

The attitude of skepticism toward perfectly legitimate, properly developed, well-managed enterprises involving a stock investment manifested by the general public is disheartening to those who are working out such plans. As a matter of fact, it is becoming increasingly difficult to secure salesmen or to get investment bankers to take on things of this sort except for old and well established companies that are expanding.

I believe that it can be said with perfect propriety that the attitude of the banks and trust companies is becoming increasingly selfish and short sighted in that they almost uniformly decry any investment in stocks of any nature whatsoever.

This letter constitutes no defense of the swindler but it is a plea for a fair deal for legitimate enterprises which must raise money through stock subscription. These legitimate enterprises are not getting a fair deal under present conditions.

ROBERT JUNE.

THERE are undoubtedly many legitimate, properly developed, well-managed enterprises which are financed by direct stock sale to the public. PRINTERS' INK has published many articles upon the increasing number of public utility companies, railroads and others which are selling common stock, preferred stock and bonds to their customers. The growth of customer ownership in the United States has been of tremendous social and economic importance. Mr. June says that it is becoming increasingly difficult to get salesmen to take on stock issues except for old and well-established companies.

If salesmen selling stock in new companies where the element of risk is great, would confine their calls to business men who have sufficient money to afford to take

a chance on the uncertainty surrounding the launching of a new business, all would be well. Unfortunately very few stock salesmen, many of whom are on commission, adopt these methods. They are more apt to call upon people who cannot afford to take either a business man's risk or a business man's speculation. In many new businesses which seem logical and possible of great future development, stock salesmen call upon "widows and orphans" and offer stock to them as an investment instead of as a speculation.

It is extremely difficult for the person who is not well-versed in financial matters to judge between stock in perfectly legitimate enterprises and apparently equally good stock in concerns of no standing. For that reason people are learning to go to banks and to investment bankers when they wish to make an investment. It would seem that any advertising which instructs people to go to investment sources when they have funds to invest is a good thing for business generally.—[Ed. PRINTERS' INK.]

Increase in Union Carbide Earnings

The Union Carbide & Carbon Corporation, New York, reports a net income of \$16,771,312 for 1924 after all charges and preferred dividends of subsidiary companies. This compares with \$16,204,414 in 1923 and represents a gain of \$556,898. The products of subsidiaries include Prest-O-Lite batteries, Eveready flashlights and batteries, etc.

Made Advertising Manager of Louisville Newspapers

Millard W. Ridenour has been appointed advertising manager of the newspapers published by the Herald Post Company, Louisville. These include the Louisville *Herald*, *Post* and *Sunday Herald-Post*. He has been with this organization for fifteen years.

Toronto Publications Appoint Eastern Representative

Douglass E. Watts, formerly with the advertising department of *La Patrie*, Montreal, has been appointed Eastern representative of the Canadian Machinery & Manufacturing News and Power House, both of Toronto.

The Entire Family Reads the Journal-Post



\$4,082,626

JUST FOR

WOMEN'S WAISTS!

Is spent annually by the women of the big JOURNAL-POST family

Seven reliable Kansas City dealers furnished us the figures that enable us to compute safely that the women readers of the Journal-Post spend annually \$4,082,626 for Women's Waists. The average woman reader of the Journal-Post buys 3.3 waists a year, at \$5.13 each, or a total of \$16.92 a year.

\$1,812,707

is spent by the women readers of the Journal-Post in Kansas City alone.

Here is a big and constant market—an intelligent, responsive family that buys merchandise of quality—for those who use the

Kansas City Journal-Post

VERREE & CONKLIN

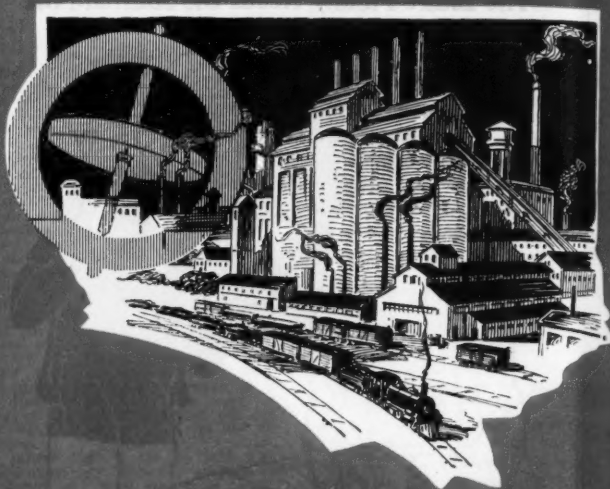
New York

Chicago

Kansas City

Detroit

San Francisco



WISCONSIN'S

**Diversified
Industry
Stabilizes
Prosperity**

WISCONSIN'S 10393, manufacturing plants provide the basic background for a substantial, solid and dependable market—a market that absorbs and automatically corrects the shifting tendencies of industrial curves.

As one Wisconsin industry feels depression, the load is carried by others more prosperous. Labor shifts, conditions are rebalanced—Wisconsin prosperity continues—its \$337,978,303 annual payroll is uninterrupted. These are basic facts, substantiated by bank clearance figures and Bradstreet Industrial Reports. They indicate a consistently prosperous market, not this month or this year, but year after year after year.

This worthwhile sales field can be reached effectively and economically in but one way—through Wisconsin Daily Newspapers.

These 47 newspapers reach practically every family in the state, both city and rural. Let them co-operate with you in cultivating this better market. A request will bring full particulars.

*Address: Secretary,
421 Sycamore Street, Milwaukee, Wisconsin*

**Wisconsin
Daily Newspapers**



Heart-Strings and Purse-Strings

When the evening meal is over, comes that mellowed, golden hour when the children crowd around, and Mother reads "Child Life" to her eager little audience. Accompanied by a constant chorus: "What's tha-at?" "Mother *buy* me that!" "Look Mother!"

In the best homes throughout the land, "Child Life" is counted an intimate companion—read and re-read. Mothers rely upon it to help them bring their children through the formative periods. Nor is their confidence limited to its editorial contents. Advertising in "Child Life" is outstandingly productive of results. That is why 174 national advertisers are repeatedly using it.

"Child Life" is the biggest children's magazine in the country. It touches every phase of the American family. Whatever you have to sell—be it toys or topcoats—"Child Life" will carry your message sincerely and surely into the most profitable market to be found: Growing homes with constantly growing needs.

Write today for information and rates and a sample copy of "Child Life."



CHILD LIFE MAGAZINE

Reaches the Mother through her Child

536 S. Clark Street

Chicago

RAND McNALLY & COMPANY
Publishers

When a Product Goes Wrong After Leaving the Plant

The Fada Factory Had This Happen Twice and Each Time Heroic
Corrective Measures Were Applied

By Charles G. Muller

SOMETIMES a product will go wrong when it reaches the consumer despite every precaution taken at the factory. With startling rapidity, complaints will come in, all kicking about the same defect. It may be that a poor grade of raw material was used unwittingly. Any one of a dozen factors may be the cause.

However, the source of trouble is the factory's problem. The merchandising problem is how to act when something of this sort occurs. It is a situation that calls for prompt and decisive action, for every dollar's worth of accumulated good-will is in danger of being swept away.

As has so frequently been proved the case in other matters, even this difficulty, when properly handled, can be made finally to add to a firm's prestige, instead of detracting from it. It is true enough that an ill wind blows nobody any good. But this particular kind of ill wind, when it meets an expert at handling ill winds, is likely to end up in the unexpected. And, inasmuch as most any product is likely to run up against this trouble, at some time or other, there should be broad interest in the following explanation of what the manufacturers of the well-known Fada radio sets did on two separate occasions when this problem arose.

In 1920, F. A. D. Andrea, who was an expert instrument maker and tool and die designer, started a small shop of his own. He induced manufacturers of war radio supplies to sell their seemingly worthless surplus material to amateurs instead of junking it. In those days this was a relatively small market. Later Mr. Andrea redesigned one of the wartime crystal detectors into a commercially good product that could be

sold to amateurs. Manufacture started in lots of three, a half-dozen and then a dozen at a time. A radio dealer from Pittsburgh saw one of these Fada detectors in a New York store. It looked so good that he immediately placed a small order. Shortly after radio broadcasting became a reality to the public through the opening of and the instantaneous success of the radio broadcasting station KDKA, Fada crystal detector sales increased beyond all dreams. The business grew.

Just about the beginning of this period of great sales expansion, or in March, 1921, Mr. Andrea added to the personal organization, and laid the foundation for his future organization expenses. Sales for the month of March were \$777. Within a year they had reached the \$5,000-a-month mark.

The company's policy was: To be entirely a manufacturing concern and to sell only through jobbers. The policy was hard to stick to, especially in summer when sales reached their lowest point. However, by 1922 dealer confidence had been built upon these policies, and sales reached \$50,000 monthly.

TRUBLE BEGINS TO BREW

Then the ill wind began to blow.

In the manufacture of these rheostats flexible fibre strips were used and bought in great quantities from fibre companies. It had to be taken for granted that these strips were right. It was impossible to recognize by eye or feeling that they were unsatisfactory.

Accordingly, probably 100,000 rheostats were manufactured and shipped out to the trade having defective fibre strips. The condition which occurred was through no fault of the company. But

the defective rheostats started coming back to the factory in lots of one, one dozen, by the hundreds. They sold for \$1.00 each. An enormous jobber, dealer and consumer ill feeling was created. Sales dropped.

The Fada company decided to stand the gaff.

Accordingly, on September 1 a letter was sent to all jobbers and dealers asking them to return to the factory every Fada rheostat in stock. Shipping charges in many cases were paid by the Fada company both ways. The instruments were tested and replaced by the factory, and dealers were told to sell them for seventy-five cents instead of a dollar. On top of this, discounts were increased and both discounts and prices rebated at once.

The letter to jobbers and dealers read:

Effective September 1, the list price of Fada rheostats will be reduced from \$1 to \$.75 each.

In addition the discount is increased from 35 per cent straight to 35 per cent in quantities less than 100 and 40 per cent in quantities of more than 100.

Our defective rheostat trouble which has occurred during the past couple of months has been utterly beyond our control, being due to defective fibre strips. We recognize our responsibility in this instance of defective material and ask that you ship back to our factory all Fada rheostats that you have in stock.

We shall be very glad to inspect these rheostats and replace the defective ones with new ones, returning shipment to you.

In addition we will credit your account with the difference between the old price of \$1 and the new list price of \$.75 each and also, if you return to us more than 100 rheostats, we will credit your account with the additional 5 per cent to cover the increased discount on this quantity.

What can be a more honest method of handling this defective rheostat situation? We certainly regret that this trouble has occurred and yet in view of the fact that it has, we are doing what we believe to be the right thing in handling the matter as this letter suggests.

It cost the company \$25,000 to play the game, but Fada got a response from dealers in all sections of the country that brought back many times more than the cost. Besides, a foundation of dealer confidence was laid that some companies have to work

years to build. In a short time the ill wind had been forced into helping Fada. It showed how circumstances can be made to serve the ends of a determined company.

In December, 1922, the company decided to manufacture complete radio outfits on a large scale, and by March, 1923, made the first jobber shipment of new neutrodyne sets. Initial sales were startlingly high, especially as the radio peak previously had been reached. But in spite of the immediate success of the new type apparatus, the Fada company decided to work steadily ahead as if it intended to stay in the industry and not as if it expected to make a clean-up and get out. In less than a year more than 30,000 of the new receiving sets were sold.

MORE TROUBLE AHEAD

Then, while Fada was cashing in on its dealer confidence gained by fair play in replacing rheostats, when the future was as bright as high sales figures could paint it, the second gale came up to threaten the company. The new receiver, on which the company had been building its greatest reputation, abruptly went dead. Of a sudden, sets in service perhaps one day, perhaps three months, failed to receive. The wind could have blown nothing worse in the way of ills, for this apparatus carried the Fada name on \$200 worth of merchandise, not on a mere dollar rheostat.

Days and nights of frantic trouble seeking failed to uncover the cause of the complete breakdown. The sets were dead, and they stayed dead. At last, in a length of wire three-thousandths of an inch thick and six miles long with which the audio frequency simplifying transformers were wound it was found that an acid corrosion had developed which had eaten through the insulating enamel and corroded the wire, short circuiting the entire transformer.

Having learned the lesson of making good in the case of the rheostats, the company decided

Nowadays

**You cannot properly
Merchandise in or
Advertise to the
NEW ORLEANS
MARKET
Without**

The Item-Tribune

RATES

Weekdays 15c a line
Sundays 18c a line

JAMES M. THOMSON
Publisher

A. G. NEWMYER
Associate Publisher

National Advertising Representatives
JOHN BUDD COMPANY

New York Chicago St. Louis Atlanta
Los Angeles San Francisco Seattle

that no matter how costly it might be, every set which had gone dead should be serviced free of charge. The ill wind should be turned and made to blow in the right direction with undiminished intensity.

Letters went to all jobbers, dealers and consumers, asking that defective sets be returned to the factory for free service. To date it has cost more than \$60,000 to replace the faulty transformers and retain dealer confidence. But before the end of 1923 sales reached \$500,000 a month, a figure above the regular peak. The wind more than met its match.

The experiences of this company, in a field where confidence is not so easily gained perhaps as it is in other fields, show how even the worst appearing setbacks can be made to yield confidence and even to return financial profit.

Another light on how service can be made to pay dividends is given by Fada's remarkable sale of radio instruction books to amateurs. When, after the success of the first complete set, it was decided to manufacture knockdown receiver parts which could be put together by the ambitious layman, it also was decided to get out a catalogue which would help the uninitiated amateur in assembling the set.

This book sold for fifty cents to a demand that was tremendous, 165,000 copies in nine months. Besides producing a fine profit, the book served to advertise from Maine to the Catalina Islands the very items which it explained. The book was sent out in each Fada set of neutrodyne parts and was sold as a separate item. Its value to the company from a sales promotion and advertising standpoint was ten times the fifty cents which the consumer actually paid to read the sales message it held.

This success was traceable partly to the success of the first complete set. It also was actually traced to a human touch put into the photographs which showed how the parts should be assembled. This human touch was very simple. An open package of cigarettes on the work desk of the

man pictured putting his receiver together. Sometimes the builder of the set was smoking or holding a lighted cigarette in one hand while he adjusted a wire with the other hand, but always the package of cigarettes was there, creating atmosphere. The cigarettes showed that a "regular feller" could assemble a set. This stunt, which brought comment from all sides, put the human element into a book filled with scientific figures and facts.

When a revised edition of seventy-six pages was put out last August, it sold 110,000 copies in less than three months, and at a price of seventy-five cents a book. Half of this volume shows how to put the set together; the other half tells what radio troubles to watch for. Like its predecessor, this book nets a publishing profit. As a second point of good business, it advertises the very articles it describes. Third, because it is more a handbook to be used often than a mere book of directions to be thrown away when the set is built, this second book will be good advertising for many years, a constant reminder of the Fada name and product.

However, this very profitable book is not the only form of advertising used. The first single-column, three-inch advertisement appeared in December, 1920. To keep on building the good-will created by the policies of being a manufacturing concern only, selling only through jobbers, making good on faulty apparatus and servicing free, Fada continues both direct and national advertising. A large sum has been spent in advertising and sales promotion to continue and make stronger the jobber, dealer and consumer good-will gained by harnessing the ill wind and driving it where it would bring the company good.

With Pierce-Arrow Motor Car Company

O. E. McCarthy has been appointed assistant general sales manager of The Pierce-Arrow Motor Car Company, Buffalo, N. Y. He was formerly manager of the Pierce-Arrow Truck Sales Corporation, Boston.

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Physical
Culture's
Advertisers

One of
a Series

"Lazin' Down a Lazy Stream"

Some advertisers allow their copy to drift with the current into whatever magazines seem to be carrying the greatest amount of advertising at the time. Others study the markets offered by each magazine and use those which offer the greatest number of logical prospects for their particular product.

Three hundred and fifty thousand fresh-air-loving families seemed to be an excellent market for Old Town Canoes. So PHYSICAL CULTURE got the copy.

PHYSICAL CULTURE should be just as profitable a medium for the advertising of golf and tennis supplies, fishing tackle, guns, bathing suits, camp equipment, kodaks, bicycles, motorcycles, sport clothes and sporting goods of every kind.

Physical Culture

W. C. W. DURAND, *Advertising Director*

1926 Broadway

New York

Nine Key Markets of Texas



Billions will be on display

The circle tours to follow the Houston Convention will carry you through nature's arcade where Texas' wealth will be on display. Feast your eyes on prosperity!

It is your opportunity to see things for yourself. The newspapers of the nine Key Cities will provide you a warm welcome.

A. A. C. of W.
CONVENTION
MAY 9-15
HOUSTON

"17.8 people per square mile?" —gentlemen! it's bunk

Lay aside your geography. Pick up your census. Population, not topography, makes a market.

The density of the Lone Star State and the density of the GREATER TEXAS MARKET are two entirely different matters.

Ninety per cent of Texas (4,137,666) lives within this greater market, a compact area of approximately 125,000 square miles. Density of this market area is 33.1.

Iowa, by comparison, with little more than half as many people has a density of but 43.2.

A few other comparative densities follow:

California .	22.0
Missouri .	48.5
Kansas . .	21.6
Minnesota .	29.5
Nebraska .	16.9
Oklahoma .	29.2

Texas — in terms of its greater market — is a convenient and economical market in which to advertise and sell.

Concentrated in the trading territory of the NINE KEY CITIES, shown on the map opposite, is this greater Texas market—ninety per cent of all the state's population in less than half of the state's square mile area.

This is why each of these nine markets merits your study. Each taps the wealth of its own trade territory—together they hold the keys to the market of practically an entire state.

In themselves, they are a market worth selling—850,000 people live within their corporate limits. Only Detroit, Philadelphia, Chicago and New York offer greater metropolitan markets.

Sales economy, strategy or common sense—whatever name you call it—urges that you sell Texas through these key markets.

Rich cities, prosperous trade territories, concentrated population, jobbing centers and sales accessibility—all these are combined in the NINE KEY MARKETS of this great market area.

Any newspaper in any key city will be glad to give you definite data on its territory entirely without obligation to you. Write,

A TRIBUTE TO THE HOUSEHOLD JOURNAL

By ORES STEPHENS (One of the 700,000 subscribers)

We take the Household Journal, and I always read it through;
I like to read its stories, and its advertisements, too.
Read Marion Stockman's needlework and fashions folks will wear.
And I read the Sunshine Corner, cause I always find friends there.

The stories are, I think, the best of any I've read as yet,
And the advertisements help me choose the things I'd like to get.
The needlework takes up my time, on a long, cold winter's night.
And fashions that are given, to my mind are just 'bout right.

Pin Money Hints may lift a load off some poor woman's mind,
And help her get employment that she'd otherwise not find.
And in that little column, that is called And Do You Know?
It tells you lots and lots of things that happened long ago.

The good old Sunshine Corner sends out cheer in many ways,
And it helps the poor and needy, in their declining days.
Yes, the Radio Department lets the fans discuss their sets,
And the Trap Line helps the trapper get the furs to pay his bets.

The young girls, in their corner, have a chance to take a part,
And tell to dear Aunt Mary, everything that's in their heart.
And that old quilt block department, just as gay as granny's days,
Makes us wish that we were living in those primeval ways.

**We have 699,999 more
such interested subscribers.**

The Household Journal is a thirty-year-old publication circulating principally in the villages and rural districts of Illinois, Indiana, Ohio, Michigan, Wisconsin, Minnesota, Iowa, Missouri, Kansas and Nebraska and having the Lowest Rate in proportion to circulation of any paper in its class!

700,000

CIRCULATION

\$2.60 an agate line

Beginning with the September 1925, issue, \$2.75 an agate line.

\$1450.00 a page

Beginning with the September, 1925, issue, \$1,550 a page, \$1,700 for back cover in colors.

Forms close promptly 5th of preceding month

The HOUSEHOLD JOURNAL

IRA E. SEYMOUR, *Adv. Mgr.*

Batavia, Illinois

Chicago Office

Rhodes & Leisenring, Managers
Bell Building, 307 Michigan Blvd.
Central 0937

New York Office

A. H. Greener, Manager
116 W. 39th St.
Room 634

How Elgin Watch Discovered Copy Experts among Users

After Sixty Years of Business History Elgin Devises a New Application of the Old Testimonial Idea

Based on an Interview by Roy Dickinson with

De Forest Hulburd

President, Elgin National Watch Company

ONCE I asked the chairman of the board of directors of one of America's greatest industries which has kept its leading position in the field over many years, what he considered the most important rule for any big concern which wanted to maintain its position of leadership. "Keep close to the user," he replied. I know he has long used the principle he recommended.

"There was a time, years ago," this executive went on, "when the statement at the top of a letter-head, that a firm had been doing business for a certain number of years, was considered a great asset. When business grew in size and the companies which had kept close to their buyers became big, unwieldy organizations, some of them began to lose sight of the importance of the user of the product.

"Giant mergers, big organizations, all the things that go with success, brought certain disadvantages along with them. The centre of the circle got so far away from the outside circumference that some big firms started to lose ground to their smaller competitors, who remembered that the consumer could tell them more about their products than anyone else. Forgetting to keep in close touch with the final user has cost many a firm money and leadership. That's why I put it first."

In the course of many business interviews, I run across countless examples of how valuable this idea of keeping close to the consumer really is. Hundreds of new uses, improvements in the product, new selling ideas, have been suggested by the people who buy the product at the counter and then give it the test of daily use. A

cleaning compound manufacturer is able to announce that a small amount on a dry cotton cloth will clean windows in zero weather without water. A fountain-pen manufacturer adds a mechanical feature which doubles the value of his product, all because he listened to consumers and kept in close touch with them. Examples could be multiplied by the score. The agency man sends home a can of fish from the manufacturing concern whose copy he is writing. He uses it Sunday for supper. The can is too large for his family. The remainder is put away, soon spoils and is wasted. His wife is annoyed. This incident started an investigation of the average size of a list of families who use the product and eventually led to a new package of smaller size based on this investigation and new copy pointing out its advantages.

The consumer's ideas offer a gold mine full of sparkling nuggets to the manufacturer who knows the value of this too often neglected source.

NEW IDEAS AFTER SIXTY YEARS

Take the Elgin National Watch Company, for example. Its recent copy has caused a great deal of interest and comment among consumers, retailers and all men interested in the use of advertising. Since the time the company was founded by B. W. Raymond and associates back in 1864, the Elgin National Watch Company has used a wide diversity of copy to keep reminding people of the standing and excellence of the Elgin Watch. In its more than sixty years of persistent sales efforts every sort of an advertising appeal has been made, from the early days when it was the fash-

ion in watch advertising to dwell upon technicalities—how the watch was made, how it was adjusted to several different positions, and detailed description of the things inside of it, and what certain things they were designed to do—to the testimonial idea and the history of time, which was adopted

is closely linked up with his daily life.

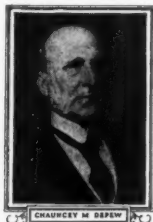
"We knew that among our customers were many successful and prominent men to whom time was money. Ever since the fifteenth century, when watches were first invented and called Nuremberg eggs, they have had connected with them interesting and human episodes. A watch that was given to a man by his mother or by a group of his associates as a token of esteem, which he carries in his pocket all day and puts under his pillow at night, is more than a piece of merchandise. It is a friend and companion with a history and a character.

"We felt that having established the excellence of our product and the standing of our company over a long period of years, the users of our product could write for us interesting copy about what an Elgin meant to them, how they first got their watches and their subsequent history.

"Since the best sort of an appeal to a man is that of success and leadership, we deter-

mined to use any copy we might secure from our men users for use in our advertising going to men. The idea that prominent users could write human-interest stories for our advertising sounded better the more we talked it over. A list of prominent men was selected and a letter written to each asking him to tell us something about his watch. We picked our list from men prominent in industry, politics and the arts, so as to get a true cross-section of success in various fields. Though we realized in advance we would receive some interesting replies, I do not think any of us foresaw how skillful some of these leaders are as writers of advertising copy. The

ELGIN. TIME-KEEPER TO THE SUCCESSFUL



One of my proudest moments came with the gift of an Elgin Watch

One of a series of little biographies of Elgin Watches

WRITTEN BY PROMINENT PERSONS

As I think back over the most interesting scenes of my life, my memory goes back to that midwinter day, a few years after the close of the Civil War, when I entered as Secretary of State of the state of New York.

As a remembrance taken, a group of loyal and efficient officers in my department presented me with an Elgin watch—one of the earliest manufactured—inscribed with their names and good wishes.

With this gift, came their whole hearts—and there were tears in the parting of our long association.

I carried and treasured the watch for many years, when it was stolen from me in a secret way. But the respect it won from me for Elgin reliability has kept me an Elgin devotee for over half a century. My present watch is an Elgin Corsican—and it makes me proud of the wonderful era of American manufacture and efficiency. Almost as thin as a silver dollar—without a grain of waste bulk—it is the handsomest watch I ever saw. And it is so accurate in time-keeping as it is exquisite in style.

—By Chauncey M. DePew



THE CORSICAN
Elgin's most famous and
popular watch. It is made
in Elgin, Illinois, U.S.A.

ELGIN

THE WATCH WORD FOR ELIGANCE AND EFFICIENCY
ELGIN NATIONAL WATCH COMPANY, ELGIN, U.S.A.

CHAUNCEY DEPEW, APPARENTLY, WOULD MAKE AN EXCEPTIONALLY CAPABLE COPY WRITER

about five years ago and used until recently.

It is interesting for all users of advertising to note what the latest step in the campaign of this well-known company has been. I asked De Forest Hulburd, president of the company, to explain the recent series of advertisements written by prominent users. He said:

"The decision to go to users for our new series of copy came about during a conversation with our agents. The point was made that, while what a watch can do and what a watch is are both interesting, there was about a watch a certain sentimental and friendly background which would make interesting reading. A man's watch

Apr. 9, 1925

PRINTERS' INK

75

The Dealer Is Worth Helping

A DEALER stocks a line of merchandise having average sales resistance. Few dealers are wonderful salesmen. They need help, and in helping the dealer you are increasing your own sales and strengthening your position with him.

Furnish him with a really planned go-getter campaign addressed to logical prospects in his vicinity and you will be helping him and incidentally yourself.

The Planned Direct Advertising Division of the Charles Francis Press has a thorough understanding of this most important matter of promoting Consumer Sales for a manufacturer's dealers.

We would welcome an invitation to call on you to discuss this matter.

CHARLES FRANCIS PRESS

*Planned Direct Advertising
to Dealer and Consumer*

461 EIGHTH AVENUE
NEW YORK

letters started to come in at once and we soon secured for our series some exceptionally interesting little stories about our watches as our users know them.

"Take Chauncey Depew's watch, for example. He wrote a little gem of a story about it. It was presented to him a few years after the Civil War when he retired as Secretary of State of the State of New York. Mr. Depew wrote:

"As a remembrance token, a group of loyal and efficient officers in my department presented me with an Elgin watch—one of the earliest manufactured—inscribed with their names and good wishes.

"With this gift came their whole hearts—and there were tears at the parting of our long association.

"I carried and treasured this watch for many years, when it was stolen from me in a street car. But the respect it won from me for Elgin reliability has kept me an Elgin devotee for over half a century. My present watch is an Elgin Corsican—and it makes me proud of this wonderful era of American manufacture and efficiency. Almost as thin as a silver dollar—without a grain of waste bulk—it is the handsomest watch I ever saw. And it is as exacting in time-keeping as it is exquisite in style."

"We feel that it would take an exceptionally good professional copy writer to express an opinion about a watch as well as Mr. Depew does in his brief statement.

AN INVENTOR WRITES COPY

"The number of skilful copy writers among some of our prominent users, our 'Eminent Elgineers,' as we call them in our advertising, was really amazing.

"Hudson Maxim, famous inventor, wrote that his watch was an indispensable part of him, that the watch of watches, an Elgin, in a hunter case, had been purchased by him just after he sold the secret of the high explosive Maximite to the United States Government in 1901. Then he wrote this little copy gem:

"On the crystal, right between me and the time of day, I had

photographed the face of my wife as she was when I first met her—the loveliest face in all the world, which has since haloed all my hours.

"I carried this watch for about five years, when one day, in a crowded trolley car, during a savage February blizzard, some light-fingered fellow, working that crowd, took my watch, and when I next looked for the time, I found I had only the end of the chain.

"Well, I bought another Elgin, restored the photograph, and thus far I have avoided losing it to the light-fingered gentry.

"I like a good time. Time is my keeper, so I like a good time-keeper."

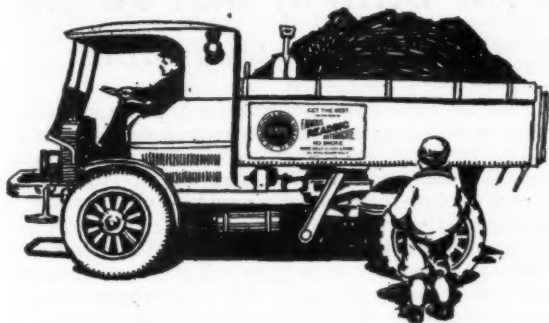
"In both these cases it unfortunately happens that thieves also appreciated the Elgin. Both men replaced their old Elgins with new ones of the same make, which, after all, is the best part of a testimonial.

"Other leaders in other fields wrote just as interestingly about the Elgins.

"Wm. Wrigley, Jr., is one of the Elgineers who will write in a later advertisement of his experiences with his Elgin.

"This change in our copy, which came about as the result of a luncheon conversation, has proved interesting to us and to the public and retailers as well. The whole series is tied up by means of a running head in each advertisement, reading: 'Elgin, Time-Keeper to the Successful.' In almost every case, our illustration for each advertisement was secured by sending a well-known artist to paint a portrait of the man who wrote about his watch in answer to our letter. James Montgomery Flagg, William Oberhardt, R. F. Schabelitz and others have done these special color portraits to run with the copy.

"In our advertising to women we have, this year, used an entirely different appeal. While we believe that men are interested in stories about successful men and their watches, in our advertising in women's periodicals we use a totally different copy angle for



Wagon Signs Too

IT is inconsistent to pay a king's ransom for downtown wall space and casually overlook downtown space that is yours for the asking, through the medium of signs for the sides of your dealers' delivery trucks.

So far, only a few manufacturers have followed the local coal dealers in effectively capitalizing the tremendous circulation of the sides of a delivery truck which runs from dawn till dusk. Hundreds of manufacturers could make use of their dealers' wagons, if the dealer were supplied with effective DURA-SHEEN signs of porcelain enamel fused into steel. They like them.

Phone or write our New York or Baltimore office



**Permanence
for
ECONOMY**

**THE
BALTIMORE ENAMEL
AND NOVELTY COMPANY**

Permanent Advertising Signs

**MT. WINANS
BALTIMORE, MD.**

**NEW YORK
200 FIFTH AVENUE**

To the head of any business *"too technical to be advertised"*

THERE are some businesses making highly technical products, or rendering some strictly technical service, that just naturally cannot be "advertised" in the ordinary sense of the word. Yet the heads of these enterprises are as ambitious, as anxious to build up their businesses, and as willing to use every modern method that promises to help to that end, as are the heads of businesses more naturally "advertisable." They have watched other men use advertising with profit, and they have given earnest thought to how they might apply this modern force to their own business development. But always they have been forced to the conclusion that theirs is too technical a business. They cannot use advertising directly enough or effectively enough to make its use practical or economical.

YET several of our most important clients, companies that are now using advertising successfully and as a matter of course, were in that same situation when we first began to serve them. Indeed, for several of the twenty-five years of our history we specialized in helping makers of industrial products, and companies rendering technical service, to find ways of using the modern force of advertising to promote their growth.

IN THIS we have been successful, first, because our agency has been built up against an engineering background; we know technical products and technical marketing problems, and we are used to advertising to highly trained buyers. Second, because our twenty-five years of serving both general and technical advertisers have taught us many things about the application of popular marketing and advertising ideas and principles to technical businesses. We have

discovered how to adapt them and to focus them in such a way as to make their use not only possible but exceedingly efficient and profitable.

THE DEVELOPMENT of a technical marketing program lends itself particularly well to our "objective" method of advertising and sales promotion.

BOILED DOWN to a sentence, this "objective" method is to crystallize a client's needs and problems, whether they pertain to distribution, sales, goodwill or prestige, and set up definite, attainable "objectives." Then, unhesitatingly disregarding conventional methods where they promise to be uneconomical or ineffectual, and actually creating new promotion methods if need be, we formulate plans for reaching these "objectives" in the shortest possible time and by the most direct route. These plans we carry through to the last detail, including such services as scien-

tific research; work with the profession or trade; helping with the preparation of technical bulletins, and of papers to be read before conventions and technical societies; compiling accurate mailing lists for special promotion purposes; editing house organs; writing scientific treatises or popular books and articles; compiling catalogs.

IN SHORT, we are organized to take over those highly technical jobs that are generally considered unprofitable nuisances around an advertising agency, and, notwithstanding their need and value, are so difficult of accomplishment in the advertiser's own office. We are used to working in technical fields and to advertising to technical markets, as well as popular ones. We know how to gather information, how to digest and interpret it, and how to use it effectively to promote sales, build prestige or good-will, "sell" ideas. And we enjoy every part of our work.

WE ARE SOMETIMES asked how we can afford to handle accounts involving such detailed work,

and often resulting in small commissions, if any. The answer is that our charges are based on the amount of work required by a client and not on the volume of advertising done.

WE OPERATE on what has come to be known as the Lillibridge "Fee-and-Budget System." This system is a combination of the fee system (we charge a minimum retainer of one thousand dollars per month) and the sound business practice of making out separate budgets covering every phase of a promotion program—before it is undertaken.

AMONG the responsible executives to whose attention this message may come there may be some who, while believing in advertising, have always regarded their businesses as "too technical to be advertised." We think they may welcome this as an introduction to an advertising agency that can help them promote their enterprises along sound lines.

IT WILL be a pleasure to us to explain our service in greater detail to any such.



RAY D. LILLIBRIDGE INCORPORATED

A GENERAL ADVERTISING AGENCY WITH AN ENGINEERING BACKGROUND

Established 1899



Incorporated 1909

women are interested in beauty and dependability. Many women consider that wrist watches are good looking but very fragile. Thus, in our advertising to women we show women like Glenna Collet making a strenuous golf shot with her Elgin wrist watch on her wrist instead of in the locker.

"The only similarity between the two different copy angles is that keeping in the closest possible touch with our users made both of them possible."

There is an interesting suggestion to all advertisers in the fact that a concern founded in 1864 which has, during all the years between, maintained its prominent position, should, after all these years, get its 1925 copy appeals from the people who use its product. The final user who pays the factory workmen their wages, the stockholders their dividends and management its salaries, is still the most important factor in any company's success, no matter how large that company may become or how long it has been established. Keeping close to the consumer is an excellent policy for every company, great or small, which wants to build on a solid foundation. The Elgin experience proves that this plan is capable of producing unexpectedly excellent results.

New Accounts for John S. King Agency

The Robinson Clay Products Company, Akron, Ohio, manufacturer of sewer pipe, fire brick, etc., and The J. H. Libby Company, Cleveland, concrete construction contracting, have placed their advertising accounts with The John S. King Company, Cleveland advertising agency. Direct mail will be used for both accounts.

Brewster Publications Appoints E. F. Pascal

E. Frank Pascal has been appointed service manager of Brewster Publications, Inc., Brooklyn, N. Y., publisher of *Motion Picture Magazine*, *Motion Picture Classic* and *Movie Thrillers*.

Appoints New York Representative

The Merchants Journal and Commerce, Richmond, Va., has appointed Frederick Storm as its New York advertising representative.

New Jersey Prepares to Advertise

The State of New Jersey, after several years of discussion and consideration, has just taken the step which is expected to lead to an extensive advertising campaign in the near future. On April 3, William S. Bright, president of the Senate, announced the appointment of three State senators, Emerson L. Richards, Robert R. Groat and David H. Agans as members of a State advertising committee.

This committee was authorized by a resolution in the legislature which called for an advertising committee of six members, three from the Senate and three from the House, who are to confer with business and manufacturing interests on plans for advertising both the industrial and recreational advantages of New Jersey. As soon as the three members of the House are appointed the committee will begin its talks with the manufacturers and the campaign and copy is expected to follow.

"Light and Color" for a House-Organ

PITTSBURGH PLATE GLASS COMPANY
PITTSBURGH, PA., Mar. 27, 1925.

Editor of PRINTERS' INK:

Could you advise us as to whether there is any other house-organ magazine or periodical in the United States which is entitled "Light and Color"?

We are planning on adopting this as the name of our publication, and will not use it if we are not the first one in the field.

We would also be pleased to know if there are any house-organs similar in name to "Light and Color."

PITTSBURGH PLATE GLASS COMPANY.

C. W. Hadden to Direct Velie Sales

Charles W. Hadden has been appointed general sales manager of the Velie Motors Corporation, succeeding F. E. Bradfield, vice-president and sales manager, resigned. Mr. Hadden was for several years with the Minneapolis Steel & Machinery Company, Minneapolis, and joined the Maxwell Motor Corporation in 1922 as assistant to the president.

Appoint Western Representatives

A. G. Crane Associates, publishers' representatives, Chicago, have been appointed Western industrial advertising representatives of *The Magazine of Wall Street*, New York.

Leaves Wadsworth, Howland & Co.

William E. Kerrish has resigned from the advertising staff of Wadsworth, Howland & Company, Inc., Boston.

9, 1923

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Inc.,

Colorgraphic Advertising REG. U.S. PAT. OFF. PACKAGE INSERTS



Colorgraphic

PACKAGE INSERTS

Mean maximum efficient circulation.

Help sell NEW products and slow movers.

Suggest new uses.

Insure effective distribution of sales literature.

Secure requests for samples.

Build mailing lists.

Minimize substitution.

Make repeat customers.

Royal Baking Powder Co.

capitalizes the millions of consumer circulation which the tremendous sale of their packages affords, by packing Colorgraphic Inserts as shown above. These inserts feature appetizingly illustrated recipes which show the consumer new ways to use Royal, and also offer to send "Royal Cook Book."

"Colorgraphic Advertising Pays"

AMERICAN LITHOGRAPHIC CO.

BALTIMORE
 BOSTON
 BUFFALO

CHICAGO

NEW YORK

CLEVELAND

KANSAS CITY
 PHILADELPHIA
 ST. LOUIS

Colorgraphi

REG. U. S. PAT. OFF.



The T. A. Snider Preserve Co.

have long been believers in the value of Color-graphic Transparency Advertising.

Over 250,000 of the above transparencies have been used to identify dealers who sell Snider's Catsup.

AMERICAN

BALTIMORE
BOSTON

BUFFALO
CHICAGO

LITH

NE

hi transparencies

COLORGRAPHIC TRANSPARENCIES are window signs especially made to permanently adhere to glass, and perfected by our 25 years of manufacturing experience



Brilliant, Fast Colors—inks scientifically made in our own laboratories.

Faithful reproduction of faces and trade figures by lithographic experts.

Most Transparent Sign—only transparent paper and inks used.

Easiest to apply—simply wet glass—ask for Demonstration Test.

Hardest to remove—paper chemically treated and especially seasoned.

Packed in especially constructed ventilated containers for convenient storage and handling.

Prompt deliveries—made in our Buffalo Plant, specializing in the manufacture of transparencies for a quarter of a century.

The first transparency made in the U. S. A.
—and the best sign of its kind today—
“Colorgraphic” Transparencies.

Colorgraphic Advertising Pays”

THE COLORGRAPHIC COMPANY

NEW YORK

CLEVELAND
KANSAS CITY

PHILADELPHIA
ST. LOUIS

Colorgraphic Advertising REG. U.S. PAT. OFF. DIRECT-BY-MAIL

Colorgraphic

DIRECT-BY-MAIL Advertising

Stocks new dealers.
Speeds up turnover.
Strengthens weak sales spots.
Reduces sales resistance.
Secures dealer endorsement.
Gets dealer good-will.
Minimizes substitution.
Creates consumer demand.
Produces direct orders.



The Purity Cross Co.

selling canned fruits and vegetables to the consumer by mail, secured on the first mailing effort of 200,000 pieces produced by us for them, over \$36,000 in sales, orders averaging \$7 each—and in a letter to us they say:

"Your interest in our problems seems to extend beyond the bounds of mere printing, and we wish to thank you for your many helpful suggestions and the frequency thereof."

"Colorgraphic Advertising Pays"

AMERICAN LITHOGRAPHIC CO.

BALTIMORE
BOSTON
BUFFALO

NEW YORK

CHICAGO

CLEVELAND

KANSAS CITY
PHILADELPHIA
ST. LOUIS

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Will the Government Interfere with Broadcasting of Advertising?

It Must Do So, If Radio Industry Can't Put Its Own House in Order

SPERRY FLOUR CO.
San Francisco, March 23, 1925.
Editor of **PRINTERS' INK**:
We are interested in radio advertising.

What likelihood is there of Government interference of commercial broadcasting, and where can I obtain information as to present and proposed governmental regulations?

SPERRY FLOUR COMPANY,
J. H. WADESWORTH,

THERE is a strong likelihood that the Government must eventually interfere with the present scheme of having the cash tills of advertisers pay the bills of radio broadcasting. If the radio industry itself cannot put its broadcasting house in order the Government must interfere because of the following reasons:

The scheme of paying for broadcasting by selling time on the air is economically unsound. It represents the "something for nothing" idea. Furthermore, radio broadcasting is not an advertising medium. Money spent on it must inevitably increase distribution charges on certain commodities. Consequently, the unsound interjection of broadcasting into present distribution methods represents an economic waste.

The best source of information on Government regulation of radio broadcasting is the United States Department of Commerce. This department was given control over broadcasting by an act of Congress in 1912. In that act, it should be mentioned, the use of the ether for radio communication, or otherwise, is declared to be the possession of the people of the United States and their Government.

There has been no change in that legislation. The reason for this fact is that when the need for changes became apparent, the entire art of broadcasting was changing so rapidly that it seemed impossible to make any laws that could long be of real value. The so-called White Bill which originated in the first session of the

Sixty-eighth Congress and which gave the Department of Commerce wider and more specific powers, was not enacted into law chiefly because Secretary of Commerce Hoover requested that it be not acted upon. It was Hoover's idea that the time had not yet come when satisfactory legislation for the radio industry could be formulated.

The only mention of advertising in the now obsolete White Bill was as follows:

Sec. 6. All matters broadcasted by any radio station, for which service money or any other valuable consideration is directly or indirectly paid or promised to, or charged or accepted by, the station so broadcasting, shall be announced as "advertising" at the time the same is so broadcasted: Provided, That when the advertisement or publicity sought consists solely of the announcement of the name, business, and address of the person, firm, company, or corporation paying for the feature broadcasted it shall be sufficient to announce that such feature is "paid for or furnished by" such person, firm, company, or corporation.

In a report on this bill made by the House Committee on the Merchant Marine and Fisheries, the foregoing provisions were commented upon as follows:

One of the subjects of public discussion at the present time is the extent to which broadcasting stations should be utilized for advertising purposes. Your committee has not felt justified in forbidding or in undertaking to limit advertising through this medium, but we are unanimous in the opinion that much the same rule should apply to this form of advertising as applies in the case of newspaper advertising. It should not be hidden from the knowledge of the hearer. Section 6 accordingly requires that all matters broadcasted for which any money or other valuable consideration is paid shall be announced as advertising at the time the same is broadcasted. The section contains a provision that when the advertising or publicity consists solely of the announcement of the name and business of the person paying for the feature broadcasted, it shall be sufficient to announce that the feature is "paid for" or is "furnished by" such person.

A year has passed. During that

time, the public has become aware of the fact that a tremendous amount of advertising is being sent over the radio. It is beginning to see the inner workings of this scheme and it is protesting against it to the Government. An article revealing the present temper of the public on this subject appeared in *PRINTERS' INK* of April 2 under the heading "What the Public Thinks about Advertising over the Radio." If Congress in its legislative activities actually reflects public opinion, it would seem that when radio broadcasting legislation again comes forward for its consideration, there will be considerably more in it concerning the broadcasting of advertising matter than what was contained in the so-called White Bill of a year ago.

There has been and is no legislation that limits the use of broadcasting as an advertising medium to "indirect copy"—the kind that calls for an orchestra that "is using the facilities of Station Plank through the courtesy of the Biank Manufacturing Company." The only regulation that exists on this score might be called a "gentleman's agreement" entered into at a conference of the radio industry held under the auspices of the Department of Commerce. On this subject, Secretary Hoover, at the last annual conference of the radio industry, said:

"I believe that the quickest way to kill broadcasting would be to use it for direct advertising. The reader of the newspaper has an option whether he will read an advertisement or not, but if a speech by the President is to be used as the meat in a sandwich of two patent medicine advertisements there will be no radio left. To what extent it may be employed for what we now call indirect advertising I do not know, and only experience with the reactions of the listeners can tell."

It might be said that this self-imposed regulation and the remarks of Secretary Hoover are in themselves sufficient indications that broadcasting can't stand as an advertising medium. The listeners must be deceived into believ-

ing that they are not being advertised to, according to the present method of using broadcasting as an advertising medium. What value can a medium operating on such a basis have for an advertiser?

There is still another Government office that broadcasters will have to reckon with—the Interstate Commerce Commission. The old White Bill made mention of this Government body as follows:

Whenever the Interstate Commerce Commission or other body, under authority of law, shall find that any licensee has failed to provide reasonable facilities for the transmission of radio communications or has made any unjust and unreasonable charge, or has made or prescribed any unjust and unreasonable classification regulation, or practice with respect to the transmission of radio communications or service, it shall certify such finding to the Secretary of Commerce forthwith.

It would seem, however, that without any such additional legislation, the Interstate Commerce Commission has power to deal with the question of rates charged for broadcasting advertising when two or more stations, in different States, are linked together. This question has been taken up with the Interstate Commerce Commission by *PRINTERS' INK* and the following reply has been made to it by George B. McGinty, secretary of the Commission:

"The Commission has not had this question before it for determination, but I would direct your attention to the following provision of Section 1 of the Interstate Commerce Act:

"(1) That the provisions of this Act shall apply to common carriers engaged in—

* * *

"(c) The transmission of intelligence by wire or wireless; from one State or territory of the United States, or the District of Columbia, or from one place in a territory to another place in the same territory, or from any place in the United States through a foreign country to any other place in the United States, or from or to any place in the United States to or from a foreign country, but only insofar as such transportation or transmission takes

Announcing

A Bigger and Better

Sportlife

THE NATIONAL MAGAZINE OF SPORTS AND RECREATION

Q. MACFADDEN PUBLICATIONS, INC., have purchased SPORTLIFE, The National Magazine of Sports and Recreation.

Q. The size of the magazine will be increased from 64 to 96 pages, and the general make-up will be greatly improved.

Q. The present editorial policy, which has proven so successful, will be closely adhered to, except that its scope will be considerably broadened. With larger facilities and thirty additional pages, it will be our endeavor to produce the finest all-round sport magazine.

Q. The large subscription list of the old magazine will be retained and an intensive campaign for both subscription and newsstand sales will be conducted through our own organization, whose phenomenal success with other Macfadden Publications is well known.

Q. Under the direction of Charles A. Penn, the advertising columns will be open only to the better class of Mail Order, Sporting Goods and General Publicity copy.

Q. The printing edition of the July issue under the new regime will be 200,000 copies. The old rate of \$1.00 a line will prevail temporarily.

MACFADDEN PUBLICATIONS, INC.

1926 Broadway

New York City

place within the United States."

PRINTERS' INK's Washington Bureau reports that any other statement than this cannot be made by the Commission until after a formal or informal complaint has been made to it against some broadcaster.

On this entire question of the possibility of Government interference PRINTERS' INK's Washington Bureau makes this important observation:

Wave lengths are granted to broadcasting stations by the Department of Commerce. By so doing, it licenses the operation of a station. Before a station is licensed, however, its owners are required to state the purpose for which it is to be used and to date no station has been licensed for the purposes of advertising.—[Ed. PRINTERS' INK.]

Rochester, Minn., "Post-Bulletin" Appoints Representatives

The Rochester, Minn., *Post-Bulletin*, has appointed the C. J. Anderson Special Agency, Chicago, and Ralph R. Mulligan, publishers' representative, New York, as its advertising representatives in the national field. The merger of the *Post-Record* and the *Bulletin* was previously reported.

Rickenbacker Advances

A. C. Webb

A. C. Webb has been appointed assistant sales manager of the Rickenbacker Motor Company, Detroit, and has been placed in charge of Eastern territory. He has been with the company for some time.

Heads "Japan Times"

Tokichi Tanaka, former Vice-Minister of Foreign Affairs in the cabinet of the late Admiral Kato of Japan, has been elected president of the *Tokyo Japan Times*. The *Japan Times* is an English language newspaper.

"All-Sports Magazine" Appoints Rhodes & Leisenring

All-Sports Magazine has appointed the Rhodes & Leisenring Company, publishers' representative, Chicago, as its Western advertising representative.

C. B. Davis Joins Mathews Company

Clyde B. Davis has joined the staff of the Frederick C. Mathews Company, Detroit. He was formerly with the *Detroit Free Press*.

Business Publishers and Agencies Plan Luncheon Series

The first of a series of joint luncheons for members of the Associated Business Papers, Inc., and the American Association of Advertising Agencies was held in New York on April 2. Succeeding luncheon meetings are to take place in Chicago, Cleveland and Boston as well as New York.

One subject is to be the common basis of discussion at all of these meetings. This subject is: "How Can Business Paper Publishers and Advertising Agencies Co-operate in Reducing Distribution Costs?" The first meeting at New York last week was given over to a general outline of the manner in which the publishers and agents might work together and mutually utilize the information gathered by each. Myron C. Robbins of the Robbins Publishing Company, Inc., spoke as the representative of the Associated Business Papers, and Robert Tinsman, president of the Federal Advertising Agency, Inc., was the spokesman of the American Association of Advertising Agencies.

More Advertising for Prune and Apricot Growers

The executive committee of the California Prune & Apricot Growers, San Jose, Calif., has made an additional advertising appropriation to cover expenses during the balance of the 1924 crop period. This appropriation will allow continuation and enlargement of the campaign conducted in a number of markets in the United States during last fall. Newspaper, outdoor and direct-mail advertising will be used together with window displays and personal calls by salesmen. The additional appropriation brings the association's total advertising expenditure for the 1924 crop to thirteen-hundredths of a cent per pound or \$2.60 per ton.

Philadelphia Society of Allied Arts Formed

A group of professional artists in Philadelphia recently formed the Philadelphia Society of Allied Arts. W. H. S. Alexander was elected president and H. Devitt Welsh and W. P. Schoonmaker were elected vice-presidents. Anthony J. Meeley is secretary and Henry Pitz is treasurer. The board of directors includes: Frederick A. Anderson, C. Horace Bowman, J. Frank Copeland, Wilfred Lambdin, Edward H. Suydam and Hamilton D. Ware. An exhibition of the members' work will be held during the first two weeks in May.

Retail Grocers to Meet at Dubuque

The National Association of Retail Grocers will hold its twenty-eighth annual convention at Dubuque, Iowa, from June 22 to 25.

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Pointed Paragraph No. 1

A magazine with humor and satire as its editorial backbone presumes intelligent readers. The dullard cannot digest humor or satire. College Humor reaches a potential sales market with enormous possibilities. There are over five million citizens in the United States who have had the collegiate atmosphere due to their attendance of one or two years or a complete college course.

College Humor

CHICAGO

B. F. PROVANDIE
Advertising Director
310 S. Michigan Ave.
Harrison 3433

NEW YORK

GEO. W. STEARNS
Eastern Manager
Flatiron Bldg.
Ashland 7329

Summer Advertising Pay

Newspaper advertising in New England during the summer months is a most profitable investment. It accomplishes two things: It reaches your regular audience of New Englanders and it gets the attention of the hundreds of thousands of tourists, vacationists and campers who visit and stay at the wonderful playgrounds and resorts of New England.

You can reach this tremendous army of pleasure seeking consumers at a most opportune time—when they are in a care-free, receptive mood. You can get the additional business developed by the influx of these millions of vacationists

Each of the Newspapers here named is a power



BURLINGTON, VT., FREE PRESS

Daily Circulation 13,157 A. B. C.
Population 22,779, with suburbs 40,000

LYNN, MASS., ITEM

Daily Circulation 16,486 A.B.C.—2nd
Population 103,000, with suburbs 125,000

HAVERHILL, MASS., GAZETTE

Daily Circulation 15,400 A. B. C.
Population 53,884, with suburbs 100,000

SALEM, MASS., NEWS

Daily Circulation 20,719 A. B. C.
Population 43,697, with suburbs 150,000

FITCHBURG, MASS., SENTINEL

Daily Circulation 11,383 A. B. C.
Population 41,029, with suburbs 110,000

9, 1925

Dividends in New England

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by selling the wholesalers and the dealers who supply them, and backing these distributors and dealers in their local newspapers. Continue to sell your New England consumers on your merchandise this summer and capitalize the opportunity to follow the "away-from-home" market to its vacation haunts.

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Here are thirteen newspapers published in the outstanding wholesale centers covering a wide area in the New England territory that should be included in your list of publications to carry your sales message.

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dealers and consumers in its home community

FREE PRE
A. B. C.
suburbs 40

HARTFORD, CT., TIMES

Daily Circulation 45,229 A.B.C.—3c copy
Population 138,036, with suburbs 373,000

A.B.C.—2c
suburbs 125

SAUNTON, MASS., GAZETTE

Daily Circulation 8,479 A. B. C.
Population 40,000, with suburbs 60,000

, GAZET
A. B. C.
suburbs 108

NEW HAVEN, CT., REGISTER

Daily and Sunday Cir. 42,171 P. O.
Population 165,000, with suburbs 225,000

S
A. B. C.
suburbs 184

NEW LONDON, CT., DAY (Evening)

Daily Circulation 12,079 A.B.C.—3c copy
Population 25,688, with suburbs 60,000

SENTIN
A. B. C.
suburbs 118

PORTLAND, ME., EXPRESS

Daily Circulation 27,513 A. B. C.
Population 69,272, with suburbs 75,000

BROCKTON, MASS., ENTERPRISE

Daily Circulation 22,685 P. O.—2c copy
Population 70,000, with suburbs 100,000

WORCESTER, MASS. TELEGRAM GAZETTE

Daily Circulation 86,049 A. B. C.
Population 193,666, with suburbs 350,000

PAWTUCKET, R. I., TIMES

Net Paid Circulation 25,821 A. B. C.
Serves territory of 130,000

Write direct for detailed description of each market

In 80% Of All St. Paul Homes



RIGHT now the St. Paul Dispatch and Pioneer Press are being read by 80% of all the families in the City of St. Paul regularly—morning, evening and Sunday.

The missing 20% includes illiterate, foreign-speaking, and some who do not read any newspaper regularly.

There is no city of similar size where such coverage is had by a newspaper. And there is no city of any size where any such coverage is had by newspapers which are more complete, higher in character, or more fully enjoy the confidence of the people.

This means that the Advertiser, who wishes to bid for the pocket-books of St. Paul, is afforded a direct and influential means of reaching nearly all of them through these papers.

They cannot be reached through any other medium.

Home delivered circulation of Dispatch and Pioneer Press, Morning, Evening and Sunday in St. Paul net paid over 47,500

Total city circulation, including city street sales, net paid:
 Dispatch 54,746
 Pioneer Press. 50,560
 Sunday Pioneer Press. 55,359

Total net paid circulation, Dispatch 89,411
 Pioneer Press. 75,146
 Morning and Evening combined 164,557
 Sunday Pioneer Press. 154,251

Figures as of Feb. 27, 1925.

St. Paul Dispatch St. Paul Pioneer Press

Key Papers of the Northwest

O'MARA and ORMSBEE

New York Chicago Detroit San Francisco

Perhaps That Background Mars the Picture

There Are Times When Elimination of Backgrounds Is Advisable

By W. Livingston Larned

IT was not until he had studied a large number of current advertising illustrations that one progressive advertiser discovered that most pictures are equipped with backgrounds. He also discovered that many of these backgrounds were not only unnecessary, but actually interfered with the clarity of the stories told. They seemed to have been introduced out of habit.

His reasoning and analysis took the form of a query: If most advertising illustrations carry these complicated backgrounds, was it not reasonable to assume that the simpler style of drawing, clean-cut, silhouetted against white paper, would be more effective, by contrast, if for no other reason?

Very often, backgrounds are an affectation. The artist is erroneously led to believe that they are essential to the complete narration of his story. As a matter of fact, there are many instances of figures playing the dominant part, and nothing else is required to bring out their action. Scenic accessories, under these circumstances, actually detract from what is going on, up stage.

These observations, we should mention, have almost entirely to do with those advertising illustrations which feature figures and human interest, although still-life studies occasionally intrude themselves in the controversy. It may be set down as a fact that where figures appear against a white surface, they become more vivid, more compelling. A group of figures, on the stage, standing before a simple drop-curtain of one tone, are more clearly defined than when they are backed up by the customary stage set, numerous accessories and incidentals.

Knowing when to stop, in the preparation of any school of advertising art, has always been the

most difficult lesson to learn. Commercial illustrations should not be confused with story drawings and pictures which are to be hung on the walls of a room. Over-embellishment is one of the acknowledged vices of even the most modern advertising illustration, and the fact that originals are drawn very much larger than reproduction size, encourages too many liberties in this matter of intricate detail. Then, when they are reduced, disappointment naturally ensues.

It often occurs that the advertiser may believe that a background is necessary and helpful when, actually, it is a hindrance, which asks moderate space to carry just that much more of a detail load.

A PRACTICAL EXPERIMENT

We know an advertising manager who invariably makes an experiment before finally settling upon any illustration. When proofs of advertising illustrations are placed on his desk, and they carry backgrounds, he has an office artist paint out these accessories with Chinese white on one proof, leaving figures or foreground subject material silhouetted. Then he places the two side by side, and makes his decision.

"In the majority of cases," he admitted, "I run the illustrations with backgrounds omitted," although I may have liked the composition as originally drawn by the artist. Where the illustration is based on figures and their action, the close-up, as practiced in the making of motion pictures, is certainly the better plan. If it is definitely necessary to place these characters in a certain atmosphere, home, forest, factory, or whatever the text may suggest, then a few lines, a very little background vig-

nette, run in one corner, will serve precisely the same purpose as an all-over back-drop.

"We have found that by eliminating backgrounds, our displays are almost always more vivid and compelling than they used to be. I am firmly convinced that the more white paper you can put into a display, the easier it is on the eye and the more prominent are its essential parts.

grounds are black or grey, but mostly white paper. We are all pleased with the result. Our illustrations are superlatively better than the hazy and congested designs which were at one time considered inevitable.

"A portrait painter of considerable note made a series of ten strong canvases for us. They were studies of idealized employees, and were intended for

use, in color, in periodicals. Each character study carried a background of some kind. When we came to readjusting the originals to half-page size for another series, we concluded it would be imperative to eliminate the background and show only the studies of the men. Cramped space brought about this art department reasoning. And then, much to our astonishment, we found that the half pages were far more interesting and compelling than our full pages in color. The silhouetting of the heads, the consequent abundance of background white, and the simple, one-theme illustrations were directly responsible for this. Even the color did



A house becomes a real home when there is an absolutely dependable source of heat in the basement. That's what you can expect from Capitol Boilers and United States Radiators—dependability under any and all weather conditions.

For more than thirty-five years United States installations have kept the faith. They will not fail you now. This is a good thing to know when you are in the market for a heating system. Any heating contractor will confirm it.

We shall be glad to send you an illustrated booklet which fully explains the modern idea in home heating.

UNITED STATES RADIATOR CORPORATION

General Offices, Boston, Mass.

Branch and Sales Offices



Capitol Boilers

THE BACKGROUND IS NECESSARY IN THIS ILLUSTRATION
TO PROVIDE THE REQUISITE CONTRAST

"This thought has been extended to our industrial magazine campaigns and to our catalogues. It had long been our custom to send a photographer into plants and make studies of men and machines, in action. And everything that the camera's eye could see beyond the main figure and machine was included in the picture, although it might mean dozens of other machines and men in the distance, not to mention the windows and ceilings of the rooms.

"Now we stop-out everything except the one large figure and the machine. Sometimes the back-

not save the full pages from being less interesting than the half pages."

In practically every advertising illustration theme, it would be possible to find some logical background material. The artist, if it is left to him, will most assuredly introduce it. But advertisers might well ask themselves the following questions before finally admitting these backgrounds:

Do the figures tell a sufficiently clear story without the use of a background?

Does background detail tend to diffuse and clutter the interest of the casual reader?

Does the introduction of a background

First

In Competition for Attention

IN make-up the Radio Digest ranks **FIRST** of all Radio publications.

Pick up any issue and you will find that every single advertisement is given equality of prominence.

Radio Digest recognizes its obligation to Subscribers and Advertisers and serves BOTH without partiality.

Circulation volume and advertising rates are the chief guides in preparing advertising schedules. On a basis of **POWER-BY-THE-MONTH** you will find that the Radio Digest offers a greater volume of power than that of all other Radio Magazines of known circulation **COMBINED** at an advertising rate 30 per cent less.

[[We will be glad to send
detailed information]]

Radio Digest

PROGRAMS
Illustrated

510 North Dearborn St.
CHICAGO

E. C. Rayner, Publisher

*Our New York office
under the direction
of Wm. A. Thompson,
functions very
actively in helping
Radio Advertisers
and Agencies.*



make it necessary to draw figure portions smaller?

Will the background supply essential atmosphere which, if absent, would decrease the story-telling qualities of the illustration in its entirety?

Does the background, because of its weight of color values, assist in bringing out the foreground details?

Would figures have less competition with background eliminated?

Is the background merely a luxury, when fewer accessories and stage props would establish the atmosphere as surely?

DODGE BROTHERS SPECIAL TYPE-A SEDAN

The Type-A Sedan has always ranked above its price class in distinction of line and appointment.

This Special Type further advances that leadership beyond current standards.

No special feature that could heighten the car's beauty, or enhance its comfort and convenience, has been overlooked by the builders.

Five Ballroom Wins

Dodge Brothers Detroit



DODGE BROTHERS ILLUSTRATIONS STAND OUT CLEARLY
BECAUSE THEY ARE NOT CLUTTERED WITH BACKGROUND

Try out these problems. It is unnecessary to have a plate made in order to do so. When the finished canvas is before you, place white paper over backgrounds or parts of the background, and see what happens. Is the picture stronger because of this simplification?

The answer is very apt to be "yes," but you will never know what a difference there can be until you investigate.

Here is an illustration showing a proud father, seated in a living-room of a modest home. His arms are raised to receive two beaming, pajama-clad children,

who rush forward to say "good-night," their mother waiting for them at the doorway. The artist, in telling this story in picture form, covers the entire background with detail. There are lamps, and wall fixtures, and pictures and a mantle, curtains, walls, etc. Supposedly, these details are to clearly identify the locale as "home."

But by covering up all of the background, and allowing the four figures and the chair in which the father is seated to stand out against white paper, we find that they are considerably stronger. Vision is permitted to concentrate on action and on facial expressions. And these figures are none the less placed in a room and in a home.

In this advertisement, the advertiser merely desires to register happy, healthy family life. He wants to picture average people in an average home. But characters themselves do that. Furniture and draperies are not needed to achieve the object.

Such rules of elimination would not apply, however, to many

compositions. There are themes which depend upon backgrounds. Thus, in advertising floor coverings, or wallpaper or furniture, let us say, the introduction of smart surroundings links the product with a discriminating purchaser, and each accessory, in turn, either sets off the product, or adds to its charm, by virtue of contrast and comparison. It is a pleasant and a desirable association of pictorial ideas.

I do not pretend to say that all backgrounds are a composition hindrance. It is merely that in so many instances they are used unnecessarily, when simple, bold

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Apr. 9, 1925

First in Foods



165,000
Families Daily
380,000
Families Sunday

THE LOS ANGELES EXAMINER
is far and away the leading food
medium in Southern California. Be-
side consistently carrying the greatest
volume, it was the *only* newspaper in
the territory that showed a food
lineage gain during January!

*Circulation, a proper spirit of respon-
sibility, and a go-getting merchandising
service department is WHY.*

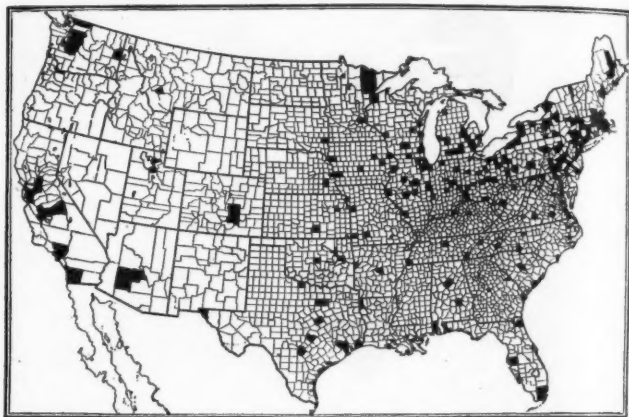
Los Angeles Examiner

BROADWAY AND ELEVENTH, LOS ANGELES

Pacific Coast Representative
571 Monadnock Bldg.
Telephone Garfield 3858
San Francisco

Eastern Representative
1819 Broadway
Telephone Columbus 8342
New York City

Western Representative
915 Hearst Bldg.
Telephone Main 5000
Chicago



The Black Spots

on this map are
226 counties, containing
287 big cities,
662,612 farms,
3,246,799 farm people
and one-third of
the subscribers to

The COUNTRY GENTLEMAN

In other words
30.56% of more than
800,000 readers
live within trading
distance of the biggest
city stores
—where advertised
goods are sold.

Advertising and sales managers who want to reach more than 800,000 additional Curtis-picked circulation will be interested in reading "The Farmer Must Help Himself", by William M. Jardine, the new United States Secretary of Agriculture, in the April 11th issue of *The Country Gentleman*.

THE CURTIS PUBLISHING COMPANY
INDEPENDENCE SQUARE, PHILADELPHIA, PENNA.

layouts would make for illustrative 'strength. Use backgrounds when they serve a practical advertising purpose; but every time it is at all possible to eliminate them, do so.

There is true genius in knowing how to suggest backgrounds by inference and by just a few details here and there, leaving the greater proportion of the background white paper. Dodge automobile copy has always succeeded in doing this and this campaign has been running continuously now for two years.

A few leaves, the line of a road, the suggestion of a doorway, a rail fence, all done in delicate tones of grey, seem unerringly to suggest a scene, although little of its detail is actually there. As a consequence, the car and the human interest occupy strategic positions.

Two campaigns, used for a cleaning powder bring conviction, because of contrast, in this argument for simplicity. The first series of drawings carried elaborate kitchen and household backgrounds, along with a busy housewife and the one dominant thing she was cleaning. But it was not necessary to show an entire kitchen, to make the reader understand that the range which was being polished, was located in a kitchen. Consequently, the illustration for the second series showed the woman and the range against white paper with all background eliminated. The effect was appreciably better. It was more vigorous and had less eye distraction.

A man is seated at the breakfast table, enjoying a dish of cereal. His face must tell the story the advertiser considers of first importance: satisfaction with the dish and its flavor. But the artist has drawn in too much background detail. There is a window and curtains and a grandfather clock and much more. By taking a piece of thin white paper and silhouetting the one figure we are agreeably surprised to see what a difference is made. That figure, boldly set against white paper, is so much more ruggedly compel-

ling. Our gaze hastens to his face.

On the other hand, bathroom fixtures may call for atmospheric background. Thus, one advertiser shows a tub, a basin, a little girl who has just brought in early spring flowers and, having drawn glasses of water at the basin, is arranging them. There is a colorful rag rug on the floor; the tiling is filled with detail. There are potted plants at the window. Detail is everywhere in the background and as strong in tone value as the white enamel of the fixtures.

But then it is one of the obligations of the illustration to link the product with every new bathroom refinement, and to transform this room of the house into a pleasant, sunny, attractive place. The public must see in the picture, not merely a few fixtures but a wonderfully complete room.

Hoover vacuum cleaner illustrations demonstrate another expedient, by which home scenes are suggested without introducing more than a mere touch, here and there, of background. Often a chair does it, or a picture on the wall or the corner of a very modish table.

When backgrounds are characterful and part of the story, they can be exceedingly important in any art composition. Perhaps a car, because of a defective and weak battery, is stalled in a driving rain, far out on a lonely stretch of road, with no help near. In such a drawing, the rain-beaten trees, the deep and lonely wood, the expanse of open country, weather-lashed, are all essential details. Car and driver, alone would not adequately tell this story.

The substance of the matter is this: If a background is used, make it serve a useful and productive purpose. But, when it is not absolutely necessary, silhouette your main features and action, and give white paper a chance.

Joins "Petroleum World"

Charles R. Johnson has been appointed sales promotion manager of *Petroleum World*, Los Angeles.

To Advertising Agencies

YOUR clients having regional rather than national distribution of their products can now cover THE CHRISTIAN SCIENCE MONITOR'S Circulation in the Eastern, Central or Western states at 30 cents a line, the Monitor's new regional rate for general Advertising.

The Christian Science Monitor

An International Daily Newspaper
107 Falmouth Street, Boston, Mass.

ADVERTISING OFFICES

NEW YORK
370 Madison Ave.
LONDON
2 Adelphi Terrace

PARIS
56 Faubourg St. Honore
PHILADELPHIA
402 Fox Bldg.

CHICAGO
1458 McCormick Bldg.
CLEVELAND
1658 Union Trust Bldg.

DETROIT
455 Book Bldg.
KANSAS CITY
705 Commerce Bldg.

SAN FRANCISCO
625 Market St.
LOS ANGELES
680 Van Nuys Bldg.

SEATTLE
703 Empire Bldg.
PORTLAND, ORE.
1022 N. W. Bank Bldg.

MAKING THE STORE



The original cut-out was reproduced in 6 colors Photo-Offset, mounted on 55 point board and die cut. Actual size, 14 1/2" x 31" - folds down to 14 1/2" x 15 1/2" for practical shipping. Also made in miniature for counter display. Look for it in the dealers' windows, or write us if you wish a sample.

**Quick and Safe
for Clothes and Dishes**

FOR WINDOW MAKE SALES

Human-interest displays sell goods.

Getting the interest of the *right* prospect at the *right time* and *place*—bringing a product to the proper attention is a problem for manufacturers.

It is a **business** with us.

We have found the solution for many advertisers and will gladly serve you if invited to consider your requirements.

Consult us about your printed advertising—catalogs, booklets, broadsides, displays and all direct mail literature—Letterpress or Photo-Offset.

Magill - Weinsheimer Company

Producers of Sales-Making Advertising

1320-34 · SOUTH · WABASH · AVENUE · CHICAGO.



380,000 boys
340,000 girls
160,000 young people

880,000 HOMES

The above is a picture of the national market THE TRIO provides. Either the boys, or the girls, or both, can be directly and responsively reached by the advertiser, without waste or duplication, for immediate results and future business in 880,000 desirable homes where these young folks are the first consideration.

A steadily growing advertising clientele is proving the value of thorough acquaintance with this younger generation through the columns of their favorite Weeklies.

THE BOYS' WORLD THE GIRLS' COMPANION YOUNG PEOPLE'S WEEKLY

David C. Cook Publishing Company, Elgin, Illinois

WESLEY E. FARMILOE, Advertising Manager

Edward P. Boyce,
Ronald C. Campbell,
Sam Dennis,

95 Madison Ave., New York
326 W. Madison St., Chicago
Globe-Democrat Building, St. Louis

"COOK'S WEEKLY TRIO": A MILLION BOYS AND GIRLS

THE MEN AND WOMEN OF TOMORROW

THE BOYS' WORLD THE GIRLS' COMPANION YOUNG PEOPLE'S WEEKLY

Too Many Recipe Books?

Not According to the Facts and Figures Disclosed by This Investigation

By Norman Lewis

RECENTLY, an advertising agency recommended to one of its clients that the latter get out a new edition of an old recipe book. The client replied: "Don't you think that advertising recipe books are being overdone? Aren't women rather fed up on them?"

The agency said: "No; we feel that the demand for recipe books is greater right now than ever before; but let's make absolutely certain." A letter was written to the public libraries in a number of cities, asking to what extent cook books were in demand. A similar letter was written to a number of the leading food-product manufacturers who feature a recipe book in their advertising.

The replies were highly interesting and convincing. Three-fourths of all those written to—both libraries and advertisers—said that the demand for recipe books was very large: in most cases greater than ever before. The remainder stated that they could see no change. Not one reported that the demand had fallen off.

The Chicago Public Library, for instance, wrote: "It is quite true that cook books are in great demand in public libraries. We have a large collection and always make a point of getting a number of copies of each new one. The demand is constant and heavy."

The Public Library of the District of Columbia, at Washington, furnished some interesting figures. This library said: "We do not have the exact circulation figures but the circulation of cook books is always large. Out of a collection of approximately 500 cook books the average is five a day, or 130 a month, or 1,700 for the year for books of recipes alone. If the whole field of home economics was included the figures would be very much larger."

The following letter from the

Public Library of the City of Boston brings out an odd point: "Recent cook books are in very active demand in this library. In fact, it is exceedingly difficult to keep them from being stolen whenever they are placed within reach of the public. No class of books is more eagerly snapped up than good cook books."

The Cleveland Public Library stated that it has, during the last two years, circulated to the home cook, the professional cook, and the student of nutrition and diet, something over 2,500 cook books a year. This does not include the circulation from branches or other agencies. Furthermore, it does not take into account the heavy reference use made by readers who consult the books in the library without taking them away.

REPORTS ON COOK BOOKS FROM OTHER FIRMS

Equally interesting replies came from national advertisers. One very well-known concern, which does not wish its name mentioned, wrote: "Much to our surprise our inquiries for cook books this season have been very much heavier than in previous years. Despite the fact that our present cook book has been offered for more than five years in the magazines and newspapers of the country, we are receiving a greater number of inquiries for it from each advertisement today than at any time during its life."

A letter from the Franklin Baker Company was instructive in a number of respects. It read: "In previous years we did not stress the offer for a free recipe book in our national advertising. Within the past year we have, however, had an especially good new recipe booklet and we have run the paragraph 'Free Offer' in six issues of two women's publications. From these two magazines

we have averaged sixty to seventy thousand requests.

"I believe the demand for cook books is increasing because the manufacturer has learned to put out a really artistic and dependable recipe book. Good art work and carefully tested recipes are always interesting to the housewife and she can accumulate some very valuable recipes in almost any food product through these free offers."

The Cream of Wheat Company has been featuring, recently, in its periodical advertisements a new booklet entitled "50 Ways of Serving Cream of Wheat." Concerning this booklet the company says: "While our recipe book is not general in character in that the recipes are limited to the use of Cream of Wheat, we have found a very good demand for this book and from advertisements which are devoted largely to the selling of recipes, we have sent out as many as 10,000 copies."

A really astonishing increase in the demand for cook books was reported by the Minute Tapioca Company, Orange, Mass. This company wrote: "The inquiries are coming in this year greater than ever before. Roughly speaking, the increase in our inquiries for cook books from our magazine advertising has been about 200 per cent. The public seems to be becoming more and more interested in recipe booklets offered by manufacturers."

Philip Kobbe Agency Augments Staff

Alfred Biggs, Walter P. Mount and C. Curtiss Main have joined the staff of Philip Kobbe Company, Inc., New York advertising agency, as account executives.

L. Wester, who has been associated with the company for five years, has been made assistant treasurer.

F. R. Martin Leaves Associated Press

Frederick Roy Martin has resigned as general manager of The Associated Press, effective after the annual meeting of that organization on April 21. He retired from the board of directors in 1912 to become assistant general manager and, in 1920, he succeeded Melville E. Stone as general manager.

Campaign Planned for Red Dot Canned Goods

The H. A. Marr Grocery Company, Denver, Colo., is planning an advertising campaign on its Red Dot canned goods. A newspaper and direct-mail campaign to dealers has started on Red Dot coffee. The Hower Advertising Agency Company, also of Denver, is directing this account.

The Williams Chocolate Products Company, Denver, Colo., manufacturer of Sweet Williams chocolate-covered nuts and fruits, also has appointed the Hower agency to direct its advertising account.

S. A. Woodruff with Kable-Spalding

S. A. Woodruff has been appointed general manager of the Kable-Spalding Company, Inc., Chicago, publisher of *How to Sell*. He was formerly publishing agent for the Moody Bible Institute, Chicago, and before that was assistant editor of *Farm Implement News*.

Represents Miller Freeman Publications

E. L. Kelley has been appointed Northwest representative of the Miller Freeman Publications, San Francisco. He was formerly with the McGraw-Hill Company, Inc., New York, and the Cellucotton Products Company, Chicago.

New Account for Milwaukee Agency

The Western Metal Specialty Company, Milwaukee, has placed its advertising account with Klau-Van Pietersom-Dunlap-Younggreen, Inc., Milwaukee advertising agency. Newspapers, farm papers and trade papers will be used.

Appoints Advertising Representatives

The American Bar Association Journal, Chicago, has appointed F. W. Henkel, publishers' representative, Chicago, as its Western representative, and Michael Alschuler, publishers' representative, New York, as its Eastern representative.

Mack Trucks Reports Sales

Mack Trucks, Inc., New York, reports sales of \$46,622,621 for the year ended December 31, 1924. Earnings for the year amounted to \$6,220,272. Patents, good-will, etc., are carried at \$2,434,865.

Raymond Edwards Huntington, for the last nine years associated with the Babson Statistical Organization at Wellesley Hills, Mass., has started a tax and investment service at that city.

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*Kurokol
is
Amersealed*

It's So Easy to Open And So Easy to Close

Even a child can open an Amersealed container; a quarter turn and it's open, a quarter turn and it's closed, without chance of false closure. There are no raw edges to cut the fingers, nor will the Amerseal rust. Consumers realize the convenience of Amersealed products—that's why International Properties, Inc., Amerseal Kurokol.

The scientific mechanical construction of the Amerseal enables the package to be sealed or resealed by a slight turn—without chance of false closure, there being sufficient flexibility to offset variations in the glass. The equally spaced lugs of the seal engage corresponding threads on the container, making an absolutely airtight closure, easy to open and as easy to close.

The majority of Amerseals are lithographed—the users realize the merchandising, advertising and selling value of having their name, trade-mark or slogan appear in a distinctive manner upon that portion of the container that first meets the eye.

Amerseal Your Product
*A Better "Seal-and-Re Seal"
Is Not Possible*

**AMERICAN METAL CAP
COMPANY**

Brooklyn

New York

Branches in the following cities:

Chicago
Cleveland
Detroit
St. Louis

Los Angeles
San Francisco
Portland
Seattle

Louisville

Drive on "Gyp" Furniture Advertisers Starts in Detroit

Detroit Better Business Bureau and National Furniture Association
Co-operate to Establish Methods and Precedents for Nation-wide Campaign

By G. A. Nichols

WANTED—A quick buyer for gorgeous three piece overstuffed living room suite. Cost bereaved family \$450, but widow will sacrifice for \$100 to close estate. Leaving city. Hurry. Street.

THIS advertisement, with the street address left out, was taken from the want department of a Detroit newspaper.

This is an advertisement by what is known as a "gyp" furniture dealer. The newspaper in question has a rule against such advertising, but in spite of unceasing vigilance it sometimes slips in. The job of checking up every advertisement is a big one, as every newspaper knows; consequently advertisements of this type may be found in newspapers of almost any city of any size.

"A call at this address," Kenneth Barnard, manager of the Detroit Better Business Bureau, tells PRINTERS' INK, "would disclose a mourning-clad widow apparently bowed by sorrow, due to the death of her husband, and in dire need of money. If you bought the suite at the so-called sacrifice price it would, undoubtedly, prove to be worth far less than you paid for it. The alleged widow, after completing a few sales of this kind, will move to another address, advertise again, sigh something about her loss being another's gain, and more misguided people will part with their money.

"People of this type operate under cover, sell doubtful merchandise at several times its true worth, and deliberately fail to state that they are dealers. They live by their wits at the expense of legitimate dealers."

It must not be concluded that this kind of advertising is the only selling abuse to be found in the retail furniture business. The

Better Business Bureau has encountered many instances where presumably reputable dealers have advertised with what seems to be a deliberate and carefully planned intention to deceive. This, too, is a serious infringement upon the prerogatives of the honest and high-class dealer.

In an effort to clear Detroit of these evils and establish methods and precedents for combating them which may be used throughout the country, the Detroit bureau has joined forces with the National Retail Furniture Association.

The bureau is carrying the fight to the "gyp" dealer by taking large display space in the Detroit newspapers asking all legitimate furniture dealers to help the bureau track them down. Any dealer who knows of a "weeping widow," or other person who in reality is a dealer posing as something else, is asked to make an immediate report to the bureau, which promises quick action.

FURNITURE ADVERTISING IS 95 PER CENT PURE

It is estimated that about 5 per cent of the furniture advertising in Detroit is of this unfair and dishonest type. Although the campaign has been in progress less than a month, Detroit furniture dealers have already reported a considerable number of abuses of the kind mentioned, and the bureau is taking steps to prevent their continuance. The Michigan law against dishonest or fraudulent advertising is based on the PRINTERS' INK Model Statute.

To correct dishonest or questionable advertising among the retail furniture dealers themselves, the Bureau has worked out a set

*The largest circulation
of any 35 Cent fashion
magazine in America*

FASHIONABLE DRESS,

"The Magazine for Milady"

holds this leadership because,
concentrating wholly on one
purpose only, it gives the smart
woman the most for her
money in SERVICE on every-
thing pertaining to her ward-
robe and personal appearance.

FASHIONABLE DRESS

The Magazine for Milady

Advertising Mgr.

J. M. SHAPIRO

Chicago

BURTON R. FREER, Ltd.

Boston

DORR & CORBETT

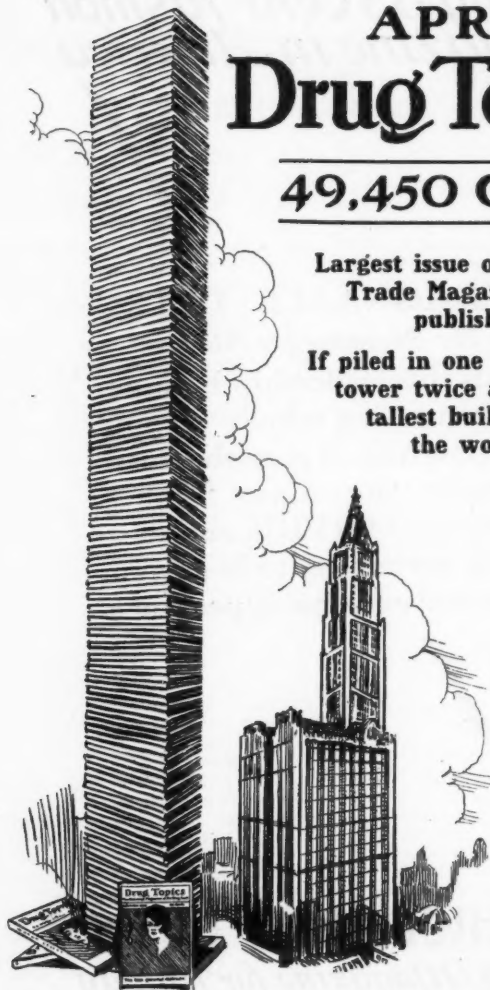
Member Audit Bureau of Circulations

APRIL Drug Topics

49,450 Copies

**Largest issue of any Drug
Trade Magazine ever
published.**

**If piled in one stack would
tower twice as high as
tallest building in
the world.**



THE April issue of DRUG TOPICS is the largest issue of any drug trade paper ever published.

¶ The total of 49,450 copies of DRUG TOPICS required to fill our subscription orders this month, if piled in one stack, would be twice as high as the Woolworth Building.

¶ As you read this page—April DRUG TOPICS is being read in every good retail drug store in the United States and Canada.

¶ Never before has such an opportunity existed for manufacturers selling through drug stores to drive home a message to the entire drug trade.

¶ These druggists are the men you depend on to sell your goods. They are the ones you rely on to translate your consumer advertising into sales.

¶ DRUG TOPICS reaches them all—it is the unquestioned outstanding leader among all drug trade publications.

¶ Your message in full-page size in DRUG TOPICS will be delivered to these 49,450 druggists at a cost of \$3.33 per thousand readers—one-third of one cent per store reached.

¶ Compare that with the cost of sending your message in any other way. Even postcards after April 15th will cost \$20.00 per thousand for stamps alone.

¶ DRUG TOPICS not only has by far the largest circulation ever attained by any drug paper, but is selling advertising at the *lowest rate per thousand* ever offered by any publication serving the drug trade.

DrugTopics

Published by Topics Publishing Co., Inc.
Also Publishers of Drug Jobbers Salesman and
Display Topics

of rules which has been adopted by Detroit dealers and newspapers, and which, hereafter, will govern all furniture advertising in that city. The newspapers have agreed that, if any advertisement does not conform with the rules, it shall not be published.

RULES OF DEALERS

The rules are self-explanatory as revealing many of the questionable practices used not only in retail advertising, but to a certain extent in manufacturers' and jobbers' advertising throughout the country. They cover a greater range of terms and definitions than was included in the list of standard furniture terms adopted by the National Better Business Commission as reported in *PRINTERS' INK* of April 20, 1922, page 76. They are as follows:

Description of Woods—Furniture advertised as "solid" should have all exposed surfaces solidly made of the wood designated.

Furniture advertised by the name of the wood, without the use of the word "solid" such as "mahogany" or "walnut," should have all exposed surfaces in veneer or plywood of the wood designated.

When describing woods combined with other woods, such as "combination walnut" or "combination mahogany," the wood or woods with which walnut or mahogany, or the principal wood used are combined, should likewise be stated. For example, "combination walnut and gum," "mahogany and birch."

It will be sufficient, however, instead of naming the specific woods with which the superior material is combined, if the following expressions or their equivalent be used, "combination walnut and other hard-woods," "combination mahogany and other woods."

When furniture is advertised as "mahogany finish" or "walnut finish," the actual wood employed should also be stated. For example, "gum, mahogany finish," or "birch, walnut finish."

It will be sufficient, however, if some such expression or its equivalent be employed, "hard-woods, mahogany finish."

Leather—Where furniture shall be described as covered with leather, this shall mean, in the absence of clear statements to the contrary, the genuine product.

Illustrations—"Cuts" illustrating more articles than are included in a suite at the price advertised, shall not be used. Only truthful cuts or illustrations shall be used to describe advertised furniture.

Seconds—Where furniture properly belongs in the class of seconds, imperfect, or damaged merchandise, that fact,

in accordance with law, must be clearly stated.

Where a suite is advertised, it will be deemed improper advertising, to show merchandise as comprising the suite, which merchandise does not match.

Representations as to credit—Where the "cash coupon" plan is used entitling the customer, by bringing the coupon, to a discount or credit on a purchase, this discount or credit shall not be given unless the coupon, in accordance with the copy, be presented.

Statements such as "make your own terms" shall be avoided and some such expression as "reasonable credit terms" substituted.

The phrase, "no down payment" shall be avoided unless the merchandise can be bought and actually delivered to the customer, without any down payment whatsoever.

Factory to you—The slogan "factory to you" shall not be employed except by those advertisers which actually own and operate their own factories and then only as to such furniture as is manufactured therein.

Bait Copy—Bait advertising shall be eliminated entirely, with the understanding that when furniture is advertised, it is to be available for actual purchase by customers, for a reasonable length of time after the advertisement appears.

Comparative value and prices—Comparative values in general, are to be avoided as conducive to exaggeration and tending to destroy confidence in furniture values in general.

Where furniture prices are quoted in an advertisement, the articles advertised shall have been on sale at the comparative price named for a sufficient period of time to give the former price an unquestionable bona fide character. Such expressions as "one-quarter," "one-third" and "one-half off" shall be used only where actual comparison with the former figures prevailing prove them to be literally true.

Not sufficient merchandise on sale—No article of furniture shall be advertised unless there be on hand and available for purchase a sufficient number of the advertised articles to satisfy a reasonable demand.

Where a number of articles less than is reasonably necessary to supply the demand are on sale, this fact should be clearly stated in advertising copy, and if so stated, the copy shall be considered proper.

"I think it will be generally agreed," Wm. B. Wreford, secretary of the National Retail Furniture Association, tells *PRINTERS' INK*, "that this is a wonderful step in the right direction. When full details of the campaign have been completed we shall offer it to the furniture retailers of the whole country. The result cannot help but be a distinct advance for the betterment of the entire furniture industry."

9, 1923

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Apr. 9, 1925

PRINTERS' INK

*We ply our craft with
Maturity at the helm and
Modernity in the crew. ~*



*F*ounded in 1876—an
organization of
skilled craftsmen
which, for over 49
years, has kept
abreast, if not ahead,
of the times.



ISAAC GOLDMANN COMPANY
EIGHTY LAFAYETTE STREET NEW YORK CITY
Printers Since Eighteen Seventy Six
TELEPHONE · FRANKLIN 4520

Cost Comparison

The cities of the United States with local street car service, have a total population exceeding 50,000,000.

16,000,000,000 Street Car passengers were carried during 1924—this was an increase, over 1907, of 5,500,000,000 riders or 58%.

1,250,000,000 riders is the present monthly average.

The daily cost for Half Service—a card in every other street, subway and elevated car in the United States, is approximately the same as the daily cost of the newspaper space shown on the opposite page.

on 0. 2: Newspapers

This space measures 80 lines. The daily cost of an advertisement this size in the one leading newspaper of each State, a total of 49 newspapers, would pay for the continuous display of a standard size card (11 x 21) in every other street, subway and elevated car in the United States.

STREET CAR advertising is very low in cost because it has no manufacturing overhead. With every space sold in every car in the United States, the total gross revenue would be less than one-fifth of the advertising income of 15 New York City newspapers during 1924.

Harvard

National Advertising Manager,
STREET RAILWAYS ADVERTISING CO., Candler Building, N. Y.

Oh, the
wonderful
Letters we
receive!



"Comfort—
*has been a member of our family
for over 25 years*"

They believe in COMFORT—their letters tell us so!

People in the distant farming areas are influenced by one magazine—by COMFORT! The suggestions and needs of over a million home-loving farm women mould its editorials, fiction and departments. To be first in their hearts, is to be "First in the Farm-Family Field."

Let their letters tell you—the story of *results* from remote farming America!

W. H. GANNETT, Pub., Inc.,
Augusta, Maine

WALTER R. JENKINS
1637 Aeolian Hall
New York

FRANK H. THOMAS
1635 Marquette Bldg.
Chicago

COMFORT

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Making Secondary Distribution More Economical

What the Automotive Equipment Association Found Out about Cutting Overhead

By Arthur R. Mogge

Merchandising Director, Automotive Equipment Association

FOR a long time the members of the Automotive Equipment Association had been convinced that they were not making nearly the amount of profit that would seem to be justified by their apparently satisfactory gross business.

Some of us had a pretty well defined belief that the real basis of the trouble was to be found in high distribution costs. Of course, everybody knows these days that distribution cost is away too high. This is an accepted condition in business which everybody concerned is trying more or less energetically to correct.

A research study by an Eastern university of the operating expenses, gross margin, net profit and stock-turn for 128 representative wholesalers of automotive equipment showed these startling facts:

Gross margin, 24.9 per cent on sales.
Total expense, 23.4 per cent on sales.
Net profit, 1.5 per cent on sales.

A typical wholesaler of automotive equipment secured an average net profit of 1.5 per cent; for a representative firm with sales of \$430,000 this net profit amounted to \$6,450. The common net profit figure of 1.5 per cent was arrived at after taking into consideration not only the results of the firms that made a profit during the year, but also the results of thirty-four firms that incurred a net loss. The common figure for the net loss shown by those firms was 1.5 per cent of net sales. There were thirteen firms that sustained losses amounting to 2 per cent or more of their net sales.

For the automotive equipment wholesalers who did earn a profit, the common net profit figure was

3 per cent of net sales. Fourteen of these firms secured a net profit amounting to 5 per cent or more of their sales.

The average rate of stock-turn for all firms reporting was 3.4 times. The rate of stock-turn represents the rapidity with which a firm sells and replaces the average stock of merchandise it carries. For practical purposes, the rate of stock-turn can best be measured by dividing the cost of merchandise sold by the average inventory at cost. Thus, for example, if the cost of merchandise sold by a firm was \$400,000 and the average cost value of the merchandise in stock during the year was \$100,000, the rate of stock-turn was four times for the year. It gives a misleading result to divide net sales by the average stock at cost for the purpose of determining the rate of stock-turn, since the sales figure includes the mark-up, whereas the average stock figure does not. When the rate of stock-turn is measured in dollars and cents, all the figures used must be on the same basis; otherwise an incorrect result is secured.

Since the common figure for rate of stock-turn was 3.4 times annually, this means that a typical firm with sales of \$430,000 and a gross margin of 24.9 per cent had an average inventory of \$94,979.

There were fifteen firms that succeeded in turning their stock more than five times. At the other end of the range, however, were nineteen firms that were unable to turn their stock more than 2.5 times.

In an effort to correct the situation as far as possible, or at least to start something looking toward its ultimate correction, we asked L. D. H. Weld, manager of Swift

& Company's Commercial Research Department to study our industry and report to us his conclusions and recommendations. Mr. Weld did so, using the original research report as a basis. I think I can do no better here than give Mr. Weld's findings in his own language, as they have an intimate relation to business in general, as well as to that in which I am interested.

Telling of the characteristics of the automotive industry business, and addressing himself directly to that trade, Mr. Weld said:

"First, you have to carry a very large stock of goods in comparison with your sales. This is not only due to the variety of goods that you handle, but to the large number of different sizes and specifications on each item. The wholesale grocer may carry as large a variety of goods as you do, but the manufacturer of a package of corn flakes makes just one package and one size, and not scores of different sizes and specifications in his package of corn flakes. You are somewhat like the shoe wholesalers, who have to carry different sizes of the same shoe, but you are a whole lot worse, as far as I can make out. That is, the situation is a lot worse in your business than it is in the wholesale shoe business. This situation is, of course, due to the large number of makes of automobiles and the lack of standardization in automobile manufacture, but it is bound to be a slow process, and there isn't an awful lot that you fellows can do about it. This fact of your stocks having to be very large, of course, increases your selling cost and reduces your rate of turnover.

"The second characteristic is that many of your customers did not stock goods. They may stock a few goods, but they carry imperfect stocks. They buy single items as they want them. They buy from hand-to-mouth. This reduces the size of the individual transaction. It also adds to the delivery cost, and it also reduces the average annual sales per salesman.

"The third factor is the obsolescence of your goods, the constant discontinuance of old models of cars, rendering certain supplies that you have on hand practically worthless. The scrapping of these parts and equipment undoubtedly adds to your cost of doing business.

"To my mind these account for your high cost of doing business. In other words, your high cost of doing business is not due to inefficiency as compared to other trades, but it is due to certain fundamental characteristics of your business which necessarily makes the cost of doing business high, making it all the more difficult for you to reduce your present operating cost.

A MATTER OF POLICY

"Now, of course, the cost of doing business varies greatly for individual concerns. The cost of doing business in itself is not always a measure of efficiency. It depends somewhat upon the type of business that you do. Some of you handle and push long-margin goods. In that case your cost will be higher, but your gross margin will be greater. Your turnover will be relatively low, but you may possibly make a very good net profit.

"It is a matter of policy that each house must decide on. Either policy is legitimate. Either policy is good business. Now, most of you probably follow a middle-of-the-road policy, handling both long-margin goods, trying to specialize on that perhaps to a certain extent, but also handling and encouraging the handling of small-margin goods.

"Then you are confronted with the problem as to which items are profitable and which items are not profitable. It is a very common error among wholesalers to think that small-margin goods are necessarily sold at a loss. That is, if your cost of doing business is 20 per cent and you are selling a certain article for 18 per cent, you think that you are taking a loss on that article. As a matter of fact, you may be taking a loss

or you may not be taking a loss. It may be a highly profitable item. Whether or not you are making a profit on that particular item depends first, on the cost of selling that individual item; second, on the rate of turnover of that item.

"The first, the cost of selling that individual item, unfortunately you cannot determine with any degree of exactness. The second, the rate of turnover, you can determine.

"The turnover you can determine on individual items. If the turnover is only two or three a year, and the goods are carrying a small margin, you can make up your mind that you are probably losing money on that item. If the turnover is six or seven times a year, you are probably making good money on that item. Rapid turnover in itself tends to reduce operating cost. Although you can't determine the cost of selling an individual item, you can know that, if you are getting a turnover five or six or seven times on that article, the chances are ninety-nine times out of a hundred that you are making a profit on that item.

"Of course, what I am saying indicates the importance of the rate of turnover. I imagine that has been ding-donged into you a good deal since you have been studying this subject scientifically, the rate of turnover on your whole business, the rate of turnover in different departments and the rate of turnover on individual items. Of course, the turnover idea can be overdone.

"If goods are selling at a loss, rapid turnover means that you are merely making a big loss. It doesn't do any good to sell your goods rapidly to get a rapid turnover, if you sell at a loss: A very rapid turnover usually means low operating cost and means a profit.

"This situation is not peculiar to the automotive equipment business. It is the rule, in general, for wholesale houses and for most retail houses. That is, the cost of doing business for extremely small houses may be very high, and as you get into the medium

size houses, the cost of doing business goes down, but when you get into the larger houses the cost of doing business begins to go up again. That is true of practically every kind of wholesale business, or it is true of every kind of wholesale business in which the figures have been compiled."

After making the foregoing analysis, Mr. Weld made seven definite recommendations as to lowering the cost of distribution in such a way as to increase the net profit.

"The high cost of doing business," said Mr. Weld in his confidential report to us, "is due to fundamental conditions under which you operate. Some of you, it is true, can reduce your costs, but, on the average for the whole business, I don't believe you can reduce it very much. It is bound to be higher than for most other wholesale trades.

POSSIBLE SOLUTIONS

"There is no one revolutionary thing that you can do to improve your efficiency, or to reduce the costs. You have to peg along on a great variety of different matters or different items. It is bound to be a slow process, but it is worth while. An item of cost that's 2 per cent of the sales, if you cut that to 1½ and do that same thing with another item, and with the third or fourth item, you reduce it by 1 per cent, you increase your net profit tremendously. But, as I say, there is no one revolutionary thing you are going to do to reduce your cost or increase your efficiency or the earning power of your business.

"I believe that you are tackling this problem in the right way, by having a merchandising department with men giving their whole time to working on these problems.

"In reading the Harvard study of your business, a number of things occurred to me that looked out of line, as compared to other trades.

"First, the large percentage of returned goods. The average was 6 per cent of your sales. Some returns were as high as 10 per

cent. It looks to me as though that was a very high percentage of returns and it must be a rather expensive factor in your business.

"Second, the accounts receivable were too high as compared with other trades. This means heavy interest charges on these accounts receivable.

"Third, your losses from bad debts are a little larger than in other wholesale trades. These things are due, of course, largely to the character of the dealers to whom you sell, the irresponsibility of your customers, rather than to any shortcomings in your own management. Although I believe that there is a possibility for improvement there, especially among some of your members.

"Fourth, the high cost of doing business. I have said that there are fundamental reasons why that should be high, but fifteen firms in your association had a cost of 28 per cent or more. Some of you, of course, had under 20 per cent, but fifteen had 28 per cent or more. There's certainly room for some of you to find a way of cutting costs.

"Fifth, in connection with the low rate of net profits, I don't need to tell you that 1½ per cent is altogether too low an average for you to operate on. You might just as well buy Swift & Co.'s stock as to put your capital into a business that pays you only 1½ per cent net profits.

"Many of you are doing better, but some of you are either cutting prices or managing your salesmen poorly or carrying too much stock or committing some of the other merchandising crimes. Comparing your itemized costs with the itemized costs of the profitable concerns, you can find out where you are out of line, and if you can't bring those costs down in line, why purchase some good stocks and bonds.

"Sixth, the low rate of turnover is another thing. Your rate of turnover is 3.4 times a year. The druggists, five times a year; the wholesale grocers, six times a year. There again there's a fundamental reason for the low rate of turnover, the things that I

have spoken of before. But also, for a great many of you, there's a great chance for improvement.

"Seventh. Another thing that strikes one about your business is the very small average sales per salesman of \$37,000 a year. The wholesale druggists' average sales per salesman is \$94,000, almost three times as much. The wholesale grocers', \$100,000. Here again there's a reason, as I explained before, in the character of your customers and the small size of the individual order. But here again is something for you to work on.

ROOM FOR GROUP WORK

"There are a lot of things that you can do through your association. For example, why don't you inquire into this question: Why are our terms and allowances so large? Find out from the members of the association what class of goods are returned, what class of dealers return goods, what reasons they give for returning goods. Study the methods of the different members with respect to the return of goods, and you may find that your salesmen are overstocking the retailer. Any number of things you can find out. And, of course, the principle is that each of you can learn from the experiences of others in the association, experiences gathered through your central bureau. Among other things you can study the question of departmentalization, that I spoke of; the question of turnover; find out how to reduce your accounts receivable; study your gross margin on individual goods. Find out the best method of paying salesmen. Go into detail in that matter with the members.

"Let me extend the felicitations of the packing industry to the automotive equipment trade. It is a far cry from hogs to shackle bolts, but the fundamental principles of business are the same in all lines. There may be something you people can learn from us in the packing business. I know that there's a lot we can learn from you."

Perhaps the most disturbing

statement made by Mr. Weld is that having to do with the matter of returned goods. When this tax upon a jobber's sales extends all the way from 6 to 10 per cent he has a right to be apprehensive. In seeking a remedy for this condition we found some interesting things. One is that the unusually large figure is accountable for to an extent by the unusually liberal adjustment policies persisted in by many jobbers. It is perfectly natural for a dealer to use a privilege of this kind to the limit—or even to abuse it. He cannot be blamed, therefore, if the jobber is so weak-kneed as to give him practically no way, and let him be the sole judge, so to speak, in matters of this kind.

The wide open adjustment policy we have ascertained is responsible for almost half of this rather appalling picture of the returned goods evil. Plainly our members have to do some constructive merchandising with the object of making the goods stay sold. We are going at this in what we think is the right way. We are striving to increase the dealers' selling capacity.

We fully realize, of course, that goods really are not sold at all until the dealer is disposed of. When we get them into his stock the selling process has only started. I have read this statement in **PRINTERS' INK** many times, and am bound to say **PRINTERS' INK** has never set forth a truer or more vital principle. There has to be more constructive work on the selling end, with special reference to the needs of the dealer, and a somewhat more stiff-necked policy on the part of the manufacturer or of the jobber relating to adjustments and returned goods.

Appointed Sales Manager of Hayes Wheel

M. S. P. Williams, Jr., has been appointed sales manager of the Hayes Wheel Company, Jackson, Mich., succeeding G. A. House, resigned. Mr. House had been with the Hayes company for fifteen years. Mr. Williams has had charge of the service department of the company for several years.

Coty Plans to Increase Advertising

During the last two years expenditures for advertising of Coty, Inc., New York, toilet preparations, have averaged less than 6 per cent of sales. An increased advertising expenditure is contemplated.

The company reports net profits of \$2,045,871 for the year ended December 31, 1924, compared with \$1,070,460 for the previous year. This is a gain of \$975,411. The company reports an increase of 38 per cent in sales for 1924 and of 84 per cent for the last five years.

Will Publish "Chain Store Age"

The Chain Store Publishing Corporation, New York, which is affiliated with the Knit Goods Publishing Corporation, publisher of *The Underwear & Hosiery Review* and *Sweater News* and *Knitted Outerwear* will shortly start publication of a monthly magazine for chain store executives, to be called *Chain Store Age*. Godfrey M. Lebharr, treasurer of The Knit Goods Corporation, is president of the new company.

Appointed by "Engineering and Contracting"

Erwin T. Eyler, formerly with Fuller & Smith, Cleveland, and more recently with the International Trade Press, Chicago, has joined the staff of *Engineering and Contracting*, Chicago. He will have charge of the Eastern territory with offices in New York.

C. S. Yarnell, Jr., with Lane, Piper & Jaffray

C. S. Yarnell, Jr., has been appointed advertising manager of Lane, Piper & Jaffray, Minneapolis. He has been advertising manager of the First National Bank of St. Paul since 1923, and prior to that was advertising manager of the *Ninth District Banker*.

New Radio Sets to Be Advertised

The Sun Manufacturing Company, Louisville, Ky., recently formed for the manufacture of radio sets and electrical specialties, plans a national advertising campaign in the fall.

With R. L. Polk & Company

Frank J. Goldsmith, formerly with the United Motors Service Corporation and the Cadillac Motor Car Company, has joined R. L. Polk & Company, Detroit.

Oklahoma Publishers to Meet

The Oklahoma Press Association will hold its annual spring convention at Sulphur, Okla., on May 8 and 9.

Pittsburgh Press

The Pittsburgh Press long has been the strongly dominant paper in the great Pittsburgh market—one of the outstanding and leading newspapers of America.

And Pittsburgh Press circulation figures continue to climb. April 1, 1925, sworn net paid circulation figures, Government statement (also ABC) are:

Daily172,102

Sunday235,934

This is an increase of 9,115 Daily and 13,504 Sunday over the net paid average for September 30th, 1924.

Pittsburgh Press circulation for March, (A. B. C. basis) was:

Daily179,164

Sunday246,164

The Pitts

A Scripps-Howard Newspaper, representing the

ALLIED NEWSPAPERS

New York

Chicago

Cleveland San

Press Supremacy

Few papers show so overwhelming a leadership in both circulation and advertising volume as does this "giant of the newspaper world." Only two newspapers, evening and Sunday, in the entire United States, besides the Press, carried 23,000,000 lines or more of advertising during 1924.

During March, The Pittsburgh Press led the next two Pittsburgh papers COMBINED by more than 287,000 lines. And during March The Press carried 18,586 more classified ads than ALL OTHER Pittsburgh papers combined.

The Press is first in everything in Pittsburgh—total circulation—city circulation—total advertising—local display advertising—classified advertising—national advertising.

Pittsburgh Press

oper, represents the national advertising field by

NEWSPERS, INC.

eland San Francisco

Los Angeles

Cincinnati

FIRST

In Cincinnati

THE CINCINNATI POST'S

Net Paid Daily Average Circulation for March, 1925, was

174,838

with more than 108,000 of it in Cincinnati and suburban territory.

The Post's

Six Months' Average Ending March 31, 1925, was

167,983

The Times-Star's

six months' average was

157,360

—for more than
fifteen consecutive years
The Post

has had circulation leadership in Cincinnati, without the use of premiums or circulation contests to inflate its circulation.

At One Cost

You can thoroughly cover Cincinnati, suburban territory, northern Kentucky and those portions of Indiana and West Virginia immediately adjacent to Cincinnati.

85%

of all the worth-while population in Cincinnati are Post readers.

The Cincinnati Post

A Scripps-Howard Newspaper

Member of the Audit Bureau of Circulations

Represented in the national advertising field by

ALLIED NEWSPAPERS, INC.

New York

Chicago

Cleveland

San Francisco

Los Angeles

Cincinnati

The Cleveland
had an average
2012

during the six months
**The Large
tion of
newspapers**

The only large Cleveland
daily newspaper with a
gain over its previous
Government statement!

1922
culat
New

Cleveland Press is

National Representatives, ALLIED NEWSPAPERS, INC.

erbil

1925

and Press
circulation of

1364

ending April 1st.

Circula-
daily
Ohio!

Cir- 10,194 over circulation
The than the day chain Dealer
Cir- which lost 14,399 over
its October statement!

Howard Newspaper

erbilt Ave., New York; Chicago, Cleveland, San Francisco, Los Angeles

RS, INC

Times Press Is Now Akron's DOMINANT Newspaper

There's a NEW story in Akron! The consolidation of two papers has changed the situation! The Times-Press is now Akron's DOMINANT newspaper!!

The Akron Press purchased the Akron Times, the consolidation being effective March 16, 1925.

Before the consolidation, the two separate papers had a combined circulation of 48,332 and a combined advertising rate amounting to 14 cents a line.

For the present, the new rate for the consolidated Times-Press, daily and Sunday, is only 8c a line.

All the editorial features of both papers have been retained. The two staffs of local and suburban reporters have been combined. The famous editorials of W. Kee Maxwell, former editor of the Akron Times, will be continued. No feature or news service of either paper has been omitted. The two papers were of similar editorial policy and the new Times-Press is meeting with a **highly enthusiastic** reception by former readers of both papers.

The Times-Press is giving Akron readers one of the finest newspapers ever published.

At the present rate of only 8 cents a line, The Times-Press, dominant in circulation, is a particularly attractive "buy" for advertisers.

The Akron Times Press

A Scripps-Howard Newspaper represented in the National advertising field by
ALLIED NEWSPAPERS, INC.

New York—Chicago—Cleveland—San Francisco—Los Angeles—Cincinnati

Youngstown Telegram **FIRST** again, again and—*again!*

The growth of the Youngstown Telegram continues—the supremacy of the Youngstown Telegram continues!

Sworn statements of net paid circulation to the Government follow:

April 1, 1925.....31,311

October 1, 1924.....30,029

April 1, 1924.....28,285

The Telegram carries more Youngstown advertising than any other Youngstown daily. Dominant in circulation and advertising!

The Telegram offers the best home contact with metropolitan Youngstown, which includes Niles, Warren, Poland, Girard, Mineral Ridge, Hubbard, East Youngstown, Struthers, Lowelville, Newton Falls, with a combined population exceeding 200,000.

The Youngstown Telegram

A Scripps Howard Newspaper represented in the National advertising field by

ALLIED NEWSPAPERS, INC.

New York—Chicago—Cleveland—San Francisco—Los Angeles—Cincinnati

The Columbus Citizen

—only A. B. C. paper in Columbus!

The net paid circulation of The Columbus Citizen, sworn Government statement for six months' period ending April 1, 1925, is:

77,269

This is an increase over the statement for the preceding period of—

2,714

The Citizen is the only A. B. C. paper in Columbus—the only paper whose circulation is verified—checked up—proved—by independent audit. **Home-delivered carrier circulation alone** is sufficient for 70 per cent coverage of English-reading homes, not counting city street and newsstand sales.

During 1924 The Columbus Citizen was the only Columbus paper to show an increase in advertising lineage.

The Columbus Citizen

A Scripps-Howard Newspaper

Member of A. B. C.

Represented in the National Advertising Field by

ALLIED NEWSPAPERS, INC.

New York

Chicago

Cleveland

San Francisco

Los Angeles

Cincinnati

Why 500,000 Farm Women Will Be Better Buyers in 1925

This Is One of the Accomplishments of Home Demonstration Agents Which Is of Intense Interest to Manufacturers Selling the Farm Market

*Washington Bureau
of PRINTERS' INK*

LAST year, more than 500,000 farm women received instruction, through practical demonstrations, regarding the quality, value, convenience and utility of almost every article of merchandise used in their homes and communities. During the last five years, this work has materially affected the buying habits of several million women; it has improved the standards of living in hundreds of farm homes, and it is, today, one of the greatest selling powers in the farm field in the United States.

From a merchandising viewpoint, even a superficial study of this service indicates that its importance cannot be overestimated. Consequently, it is astonishing that comparatively few advertisers and manufacturers have taken any account of it in planning their selling campaigns.

The work is carried on by a small army of highly-trained, experienced, intelligent and enthusiastic college women. They are under the direction of the agricultural colleges of the various States and of the Office of Co-operative Extension Work of the United States Department of Agriculture at Washington, D. C.

Here is an illustration of the general interest in this work. One of the extension workers, not long ago, realized that the women on the farms of a certain community were not getting adequate service from their sewing machines. She called a special meeting, at which it was proposed to demonstrate the uses of all the machine attachments, and to show how the machines should be cared for and used. The meeting was attended by women from all parts

of the county, many of them coming long distances. One woman walked twelve miles through the snow, with the top part of her machine under her arm, to see the demonstration.

In 1923, about 7,000 women from the farms of Iowa traveled to a central point to receive special instruction in home economics. Last year, more than 13,000 women of the same State attended the demonstrations of the extension specialists, in order to become leaders in the work in their communities. In many other States, the attendance at special demonstration meetings was just as large or larger than in the State of Iowa and the work was carried on in every State in the Union.

Necessarily, instruction of this kind, which has now reached, in some degree at least, practically every farm home in America, has a direct and appreciable effect on the sale of merchandise. The fact of the matter is that owing to this work, many advertising campaigns, booklets, catalogues and sales plans which were successful in the farm field five or six years ago, are now sadly ineffectual. Certain goods have become practically obsolete for the same reason, while the popularity of others has enormously increased.

A VALUABLE SOURCE FOR DATA

The service offers all advertisers in the farm field an invaluable source of facts and information regarding the manufacture, merchandising and advertising of their products.

When this phase was mentioned to Grace E. Frysinger, extension home economist, who is in charge of the work in the Central-Western States, she replied that,

as yet, comparatively few manufacturers make regular use of the selling ideas and information offered by the co-operative extension service of the Department of Agriculture.

"Occasionally," she said, "a manufacturer comes to us to find out why the demand for his goods is declining in the farm markets, and in every instance of the kind, I'm sure, we have furnished helpful facts. A number of manufacturers are interested in the work merely as a channel for their own publicity, and some well-known advertisers in various lines have employed home economists, on their educational staffs to work with our people.

"Typical of these are the Victor Talking Machine Company, the manufacturers of Diamond Dyes, and the H. W. Gossard Company. Their representatives are experts in their respective lines and we are glad to have them talk before meetings. They cannot solicit orders, nor can they mention their brands or trade-marks. The manufacturers who lend us assistance of the kind must view the matter in its broadest educational light and agree to have the instruction presented generally.

"Every day our workers see advertisements, catalogues and advertising material in the farm homes. They must be prepared to answer questions as to all manner of advertising appeals, and frequently the advertising of manufacturers comes up for discussion during home demonstrations. The subject is interesting to every member of our organization. We see many advertising and selling campaigns that fail, or that do not produce results as they should, because their appeals are based on an erroneous impression concerning the demands of the average farm home of today.

"Let me tell you just what we are trying to do and how we are attempting to accomplish it. Generally speaking, our motive is to demonstrate to farm women how they can perform the necessary work of their homes more efficiently and quickly, so that they

will have more time to do the things they want to do.

"The office of co-operative extension work employs 940 home demonstration agents and about 300 subject-matter specialists. These people work in co-operation with the counties, which pay a part of the cost of the service—enough, as a rule, to defray the expense of an office and a stenographic assistant in each instance. The Government and States pay the difference. Salaries of the county home demonstration agents average about \$2,200 a year, and the subject-matter specialists are paid an average of approximately \$3,000 a year.

AGENTS WORK ALL HOURS

"Our agents do not recognize any regular office hours. At times they work from early morning until late at night. Last year, the agents were active in more than 2,000 counties and in 222,000 different homes. Besides the home demonstration work, they organized many special meetings under the direction of the specialists for the study of foods, dieting, clothing, home management, interior decorating, health, recreation and many other subjects.

"With very few exceptions, the agents are college graduates. Before we employ them, they must have had at least three years' experience in the practice of home economics, and they must have the qualifications necessary for good salesmanship. They must possess a sense of humor, the ability to mix, and an unobtrusive but definite spirit of service.

"The subjects covered by the demonstration work range all the way from the best materials and methods for washing dishes to the organization of a community playground. They may have to tackle such problems as the proper way to feed or clothe a baby, the most efficient arrangement and equipment of a kitchen, the remodeling of a house, or the correct color combination of a dress or for the decoration of a room.

"I'm quite sure that the demonstrations of the last year have af-

ected, in some measure, the demand for practically every article of merchandise used in the farm home and community."

As an indication of this influence, Miss Frysinger related an experience which indicates how manufacturers can take advantage of the service.

Several years ago, an investigation was made to determine the best styles of shoes for comfort and wear. It was found that, for ordinary wear, shoes should have a straight-line last with a flexible sole and soft upper leather. After many experiments, the demonstration agents devised simple methods which enabled a woman to take the proper measurements of her foot for herself. They then held many demonstrations to prove why the straight-line lasts were best.

DEALERS TIE UP WITH AGENTS

In every community, the agents tried to interest merchants in the demonstrations, and to induce them to carry and feature the approved shoes. In one small town in an Ohio county, two dealers were interested, and, a year later, one of them, who operated a small store, reported that he had made 348 customers as a direct result of his tie-up with the demonstration work.

"In every case of the kind," Miss Frysinger explained, "we discuss the work with local merchants for their benefit and protection. You can readily understand how a merchant's reputation and standing would suffer if he featured anything which the women of the community knew to be inferior. In the case of the approved shoes, the experience of the dealer mentioned was duplicated in most of the towns and villages of the country. The demonstration work substantially changed the demand for women's shoes and, to a lesser degree, for men's and children's. Similar incidents could be related to show the effect of the service on the sale of innumerable articles.

"Besides definite facts as to styles, I think this office could

offer manufacturers valuable suggestions as to modifications and adaptations of their products. Perhaps a recent demonstration will illustrate this point. Not long ago, one of our demonstration agents as part of a study of kitchen equipment, found that the women in her county were interested in finding desirable egg-beaters. To a woman who does much cooking an egg-beater is an important implement. So the agent called a meeting. The women of the community were invited to attend the demonstration and bring their egg-beaters with them.

"In this case, the women conducted the demonstration. They brought eight or ten different kinds and styles of egg-beaters, and all were tried out. Not only were careful records kept of the performance of each beater, but the beaten eggs were used to make angel cakes which were compared in the final checking up.

"After the demonstration, every woman present knew beyond doubt which was the best egg-beater from the standpoints of time and energy required and results produced. It was a popular experiment and the demonstration undoubtedly will be held in most of the farming communities during the next year or two. Within a few months, probably, several million farm women will know, from the reports of the agents or through demonstrations, what kind of egg-beater is most practical.

"Now, it would be obviously useless for a manufacturer to advertise to these women an egg-beater which has been demonstrated to be inferior. It would be vastly better for him to produce and advertise a beater similar to the one found best, or, to improve upon the best, and then advertise the improved product in terms of actual use and results."

Not only does the demonstration work offer better opportunities to the intelligent advertiser; but it is making the way of the dishonest advertiser more difficult every year. Miss Frysinger

pointed out the reasons why the manufacturer who adulterates his product and advertises it falsely is automatically closing the farm markets for his goods.

For more than ten years, the home demonstration agents have been teaching the farm women to detect, by simple home tests, all of the usual adulterants in foods and fabrics. The manufacturer who advertises an "all wool" cloth that is part cotton may be certain that some of his purchasers will detect the deception, and that the details of his dishonesty will travel quickly through farm communities. The same can be said for other dishonest advertising practices.

"But we are not now deeply concerned about the dishonest advertiser," Miss Frysinger declared. "He is rapidly disappearing because of the education of the farm buyer. We are more anxious that the honest advertisers realize the potential value of the great farm market and cultivate their business through a knowledge of conditions as they actually exist.

"Hundreds of the booklets and catalogues that are called to our attention are making the same old appeals that were effective ten or more years ago. The manufacturers who publish them do not realize the vast change that has come over the farm field, and they are not getting the results that a better knowledge of the facts would produce.

"Formerly, the average farm woman was influenced largely in her purchasing by illustrations and prices in the advertisements of both her local dealers and the manufacturers. Now, however, she knows a great deal about merchandise of many kinds, and she wants to learn more. She will learn more. She will read advertising copy, carefully and thoughtfully, in the light of what she has seen demonstrated, and I have reason to believe that she is more discriminating in her purchases than her city sisters. For this reason it is a mistake with most articles for a manufacturer to use his city advertising

material in the farm districts.

"For instance, here is an advertisement of an organdie dress, evidently first used as a city advertisement, and then widely circulated in the farm communities. The illustration is excellent and the price attractive; but the two short paragraphs of advertising copy leave much to be desired.

"The copy emphasizes the fashionable style of the garment, and that is all. Undoubtedly it will sell the dress to city readers; but I am sure that the average farm girl or woman will want to know many other things about it before she will buy it in profitable quantities. She will want to know all about its durability. Will it stand the hard wear of the farm? Will it wash? Are the colors fast? She will want the answers to a number of similar questions before she buys.

FARM WOMEN WANT SIMPLICITY

"Many manufacturers and merchants are still advertising inexpensive underwear that is heavily trimmed with cheap lace, although hundreds of thousands of women and girls have ceased to buy such garments. In all of the demonstration work in this line, the women have been taught the simplicity of elegance and the elegance of simplicity. I am sure that if a manufacturer were to construct his inexpensive underwear as simply as possible, putting the cost of lace and labor into the quality of the garment, the women and girls on the farms would accept it, in preference to the other, nine times out of ten.

"In the matter of clothing alone, I think you can get some idea of the effect demonstration work is having on old-fashioned farm advertising when you consider the fact, that, during 1923, the different homes reported as adopting better practices in clothing selection numbered 46,156, and 27,889 homes adopted better practices in clothing construction. The figures for last year have not been published as yet, but they are much larger, and we know that the work

A One Paper City

is not uncommon — and where there is but one newspaper in a city, it is that paper's bounden duty to make itself worthy of this most enviable position

Therefore—

The Duty of
ONE PAPER
 for
TWO CITIES
 is twofold
The Pawtucket
 (Rhode Island)
TIMES

Serving the Thriving Cities of Pawtucket and
 Central Falls in Rhode Island

Meets This Obligation

Net Paid **27,530** During
 Circulation March, 1925

The A. B. C. Audits of Providence Newspapers will convince
 the most skeptical space buyer

Foreign Representatives

Gilman, Nicoll & Ruthman

New York

Boston

Chicago

San Francisco

affects the purchases of a great number of homes which are never reported. The influence of the entire work on advertising and selling in the farm fields is indicated by the fact that during 1923 5,462,526 farms or homes were reported as having adopted the better practices advocated and demonstrated by the office of co-operative extension work."

Other figures from the last report are interesting, and they further indicate the powerful selling influence of the service. Miss Frysinger called attention to the total purchases by farm women, in which extension workers assisted. This total was \$43,543,335, and it represents the value of merchandise for home and communities. The service also directly assisted in selling \$275,327,462 worth of products raised and manufactured on the farms.

An excellent illustration of the wide influence of the work is furnished by the report on bread making. During the year there were only 15,980 adult demonstrations given on this subject, and 24,206 demonstrations before boys' and girls' clubs; but 83,502 farm homes were reported as having adopted better practices in bread making as a result. The report lists fifty-nine separate groups of activities of the extension service for the betterment of farms and homes.

"We are prepared," Miss Frysinger continued, "to furnish information to responsible manufacturers regarding the probable farm home demand for various manufactured products, the demonstrations and service work done or being done on any article and its extent, and the appeals for advertisements, catalogues and booklets which are likely to be most resultful.

"Few advertisers appear to realize that the average woman of the farm has changed completely in her tastes, wants, conditions of living and knowledge of merchandise. Socially and economically, she has progressed amazingly during the last few years. The service that is so largely responsible

for this progress should be as beneficial to manufacturers as it is to the women who manage the farm homes of the country."

Fraudulent Trade-Mark Registration a Crime in Guatemala

An important provision in a new trade-mark law of Guatemala is the imposition of penalties on persons guilty of fraudulent or wrongful registration of trade-marks. To register a trade-mark or to obtain the publication of a commercial name or advertisement with the intention of compelling a third party to buy the rights which may be derived from such acts, is defined as a crime, punishable with one year of imprisonment. A presumption of guilt is raised in case the person attempting to acquire title to a trade-mark, trade name or advertisement is engaged in a pursuit of a different nature than that in which the trade-mark, trade name or advertisement is used.

Emigrant Bank Appoints Groesbeck-Hearn, Inc.

The Emigrant Industrial Savings Bank and La-May, Inc., manufacturer of La-May face powder, both of New York, have placed their advertising accounts with Groesbeck-Hearn, Inc., advertising agency, also of that city.

Poultry Account with Toledo Agency

The Ferris Leghorn Farms, Grand Rapids, Mich., have placed their advertising account with The Campbell Advertising Service, Toledo, Ohio. Farm papers, poultry papers and direct-mail will be used.

W. B. Fulghum with Crosley Radio

Walter B. Fulghum has been appointed general sales manager of the Crosley Radio Corporation, Cincinnati, Ohio. He was associated with the Victor Talking Machine Company, Camden, N. J., for many years.

P. P. Barron, Advertising Manager, Cousins Shoes

Phillip P. Barron, formerly with the Buffalo office of the Westinghouse Electric & Manufacturing Company, has been appointed advertising manager of the J. & T. Cousins Company, Brooklyn, N. Y., women's shoes.

Buys Flushing, N. Y., "Home News"

The Port & Terminal Publishing Company, Inc., Whitestone, N. Y., publisher of *Port & Terminal*, and several weekly newspapers, has purchased the Flushing, N. Y., *Home News*.

THE PRESIDENT

of a great industrial corporation
writes us in connection with the

Gary Serial IN McCLURE'S MAGAZINE

"We are extremely anxious for every one of our people to read the 'Life of Elbert H. Gary' I think all of our officials and a considerable number of our employees will wish to subscribe for McCLURE'S MAGAZINE."

FIRST INSTALLMENT
MAY NUMBER—Out April 20

If you have a message for the American
business man, McClure's has an
important message for you!

THE S. S. McCLURE COMPANY
250 PARK AVENUE, NEW YORK CITY

Apr. 9, 1923

Benny Leonard appoints

Benny Leonard

LIGHT-WEIGHT CHAMPION OF THE WORLD

THE BENNY LEONARD SYSTEM OF
PROMOTING PHYSICAL FITNESS



123 WEST 31ST STREET, NEW YORK
TELEPHONE CONNECTIONS

Alfred Austin Advertising Agency,
116 West 32nd Street, N. Y. C.

April 1, 1923.

Attention of:
Mr. Alvin Austin Silberman

Gentlemen:

Today is the first official day of my new business, the Benny Leonard Physical Culture Institute. I don't feel that I can begin this new venture better than by writing you a word of appreciation of the masterful, speedy and efficient manner in which you have organized this entire project for me.

I have been a party to some pretty big enterprises in my time; but I must admit that the despatch and the intelligence and the expertness which you have shown in every detail, both great and small, of the advertising, publicity and actual business end of this proposition has been no less than a marvel to me.

Folks speak of my fleet foot-work and smart generalship in the ring. If these are the things that have made me Champion in my past art, then I am truly fortunate in having found the same qualities in you people whom I have selected to make my new Physical Culture Institute also achieve the Championship in the Physical Culture world.

Incidentally, I am pleased to tell you that the quantity of inquiries which we set for our first advertisements has up to the present writing been far exceeded. For example, our first ad in the New York Journal of March 19th which cost \$700, has up to the present writing pulled over 1300 inquiries, while we only "demanded" 700, according to the standard we have fixed for ourselves. That's a bully start I'll say and it is a good token for the future of this business.

I shall consider it a privilege to recommend you full-heartedly to any business house who is seeking a hard-working, brainy and original advertising agency to help put their business over the top.

With very best wishes, I am

Sincerely,

Benny Leonard

BENNY LEONARD PHYSICAL CULTURE INSTITUTE, Inc.

BL:E

VACATION

Number of

Success

The HUMAN Magazine

FOUNDED 1898 by Dr. ORISON SWETT MARDEN

The June Issue

—will contain special editorial and pictorial features on vacation. Here is a splendid

Opportunity For Travel and Resort Advertisers

—to present their appeals to the 173,000 (Feb. net paid) subscribers of success who will spend thousands of dollars within the next few months on vacation enjoyment.

Page Rate Is Still \$400

Double Column \$300

One Column \$150

Line Rate \$1.25

Forms For June Close April 20th

SUCCESS MAGAZINE CORPORATION

251 Fourth Avenue, New York

New England Office
194 Boylston St., Boston

Western Office
10 S. LaSalle St., Chicago

Give the Coupon a Chance

Usually There Is No Good Reason for Dooming the Coupon to Sameness

By A. L. Townsend

AN advertiser had used a certain form of coupon in his advertising for almost twenty years, when it occurred to him that he might change its form and add to the attractiveness of its setting.

In previous displays, a simple dotted line had marked off a triangle, and a bold, black arrow led the eye down, through text, to this part of the page. It was crude and it was primitive, but when a far more fanciful and elaborate pictorial idea was evolved, a decreased number of those coupons came in.

What does this teach? There is no more reason to believe that a crude and poorly drawn, old-fashioned advertising illustration can command attention over perfectly executed canvases, in the spirit of today, than that the coupon display of twenty years ago is more potent than the one supplied with an illustrative and spectacular idea.

In the case cited above, the advertiser had simply overshot the mark. The failure could be explained. In the first place, his old coupon had been generous in size. There was room in which to say something, in legible type, and there was sufficient space for writing one's name and address. The newer layout tightened up on all this. Pictorial features had considerably curtailed the coupon space.

The coupon was buried under an avalanche of petty detail. While attempting to surround the space with an eye-compelling illustration, the artist had all but disguised the fact that it was a coupon.

This is one objection to many coupons. Another objection is that many coupons are too small or signing and such type display is placed in them, appears to accomplish no results. If advertisers only knew how this jeopardizes the success of their coupons, they would find ways and means of making them more commodious.

The practice of placing coupons in places which are difficult to reach with knife or scissors, is another objection. In a search for originality of layout, advertisers put coupons beyond the boundary lines of immediate accessibility, which should be their first obligation. When all is said and done, the outside, lower corner is the best position for a coupon and doubtless always will be.

It is rather generally acknowledged that too little originality is displayed in the text accompanying coupons. Thus, an advertiser, in the body of his advertisement, will seek sparkling new methods of expression, dazzling headlines and subheads that fairly radiate the spirit of modernity. But he will descend to the most commonplace forms in his coupon. It would seem logical to assume that there is as much opportunity for cleverness in a coupon's text as in the body of the message.

I found the following conventional forms all in one periodical:

Please send your booklet.
I enclose 6c in stamps for Introductory Package.
Mail this coupon today.
Send me free your new large size sample tube.
Send me free your new tube of ———.
Kindly send, at no expense to me, your sample book.
I want to make a thirty-day test. Please send your offer without cost or obligation.
Please send me free trial package and booklet.
Fill in your name and send us this coupon.
Send me free sample as described.

Does this really mean that no inspirational text can ever find its way into the coupon?

Here is an answer to that question. A concern using coupons, in various ways, for the last thirty-five years, has an interesting sum-

mary of the more successful fundamentals connected with them:

A personality linked with a coupon doubles its appeal. The public reacts favorably to someone who speaks directly to the prospect. Thus, a coupon which merely asked the public to "please send for a booklet, free" was not as profitable as a later one which read: "Send for free booklet on artistic decoration by Emma Hendricks Fergusson."

A coupon, presented as an individual unit, accomplished less, by far, than the one which was supported by several references to it and what it would bring, in the body of the message.

Invariably show a reproduction of the book or articles which the prospect will receive, in close juxtaposition to the coupon, and in sufficient size to adequately visualize it.

Do not exaggerate the size of booklets or objects. The individual who sends for them will be grievously disappointed later on.

Allow the wording of coupons to intimate that the material forwarded will be of great value, great interest and may prove of an exclusive character—and then make good on the promise.

People do not object to sending money or stamps for a thing which gives value received. But the wording of the coupon must very clearly indicate that this is true. One of the most successful coupons ever used explained that while the booklet sent cost the consumer seven cents in stamps, it cost the advertiser just nineteen cents per copy to publish.

The fact that there may be a limited supply of these coupon-offered articles seems to add reader zest.

If attention-compellers can be introduced into the advertisement which will assist in leading the eye down to the coupon, so much the better, and the cleverer they are the better.

A new form of coupons has been recently devised which touches upon a pleasing and efficient idea. In page space, one column is devoted to explanatory copy relative to the coupon and what it signifies. Small illustrations may be scattered through this column. If a booklet is advertised, then all of the chapter heads are included. Some of the vignette pictures are reproduced, with descriptions. Finally, at the bottom of this special column, the coupon is inserted, as a final summing up, a reminder.

In this manner, the coupon has a special setting. It is made much of. The body of the advertisement will not overshadow it.

In recent advertising of Lehigh

Cement, the column coupon idea has played a significant part. The coupon receives bottom position placing and is very simple, but the remainder of the column is devoted to forty-five different around-the-home uses of cement. And they are all practical, all unusual and interesting.

The reader sends, not the coupon alone, but the entire column, marking such subjects as interest him and concerning which he desires specific information from the advertiser. This, surely, is a radical departure from what has been customary in the past. It is made possible by the fact that the advertiser, in this instance, has taken the two sides of the page, and any mutilation which takes place, works no hardship on any other advertiser.

The custom of giving coupons in odd forms is not without merit, provided this does not mean further limiting already congested space. Nor should these forms make it difficult for the reader to cut them from the advertisement. He will not go to this extra trouble, however original the coupon may be.

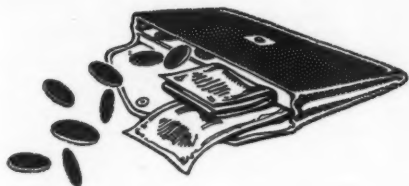
It is recalled that an advertiser issued a "good luck" coupon in the shape of a four-leaf clover. The dotted lines followed the complicated contour of the leaf. And it was printed in a light shade of green.

But people simply would not laboriously go around that clover leaf. Had the coupon been enclosed in a square dotted form, all would have been well.

A coupon inset in the drawing of a post-box was an original and shrewd idea. But here the coupon itself was in triangular shape and the drawing was a mere decorative frame.

Placing a coupon in the outline of a winging bird was another happy conceit. The text explained that this would speed to the manufacturer who would, in turn, wing back the sample asked for.

"Your ship will come in," headlined a coupon, "if you will clip and forward this little triangle of paper." And a full-rigged ship on bouncing waves, was drawn in



The Responsiveness
 of more than
 A Million Women Readers
 is due to the fact that
 the products advertised
 in its columns
 are Worthy of their
 Confidence
 and
 because their trusted friend
**GOOD
 HOUSEKEEPING
 SAYS
 SO**

a part of the corner decoration.

But all of these devices are actually of less value than skilful and attractive reproductions of those things which will be sent to those who clip and return the coupon. For example, a manufacturer offered to give away funny little rag dolls if the coupon were sent in, and, in a series, the dolls were brought to life and made to cut merry capers over and around the coupon. They pointed into it, they held out pens, they did acrobatic stunts.

But, to a very large extent, coupons, in their present state, are conventional. They seldom rise above the commonplace. Yet it is not to be conceded that this is at all necessary.

Coupons seem to be successful in proportion to how seriously the advertiser himself takes them.

If they are crunched and crowded into some out-of-the-way corner, and robbed of even the animation which illustrative themes supply, then the reader is apt to give them scant consideration.

Coupons should have a "fuss made over them," as one advertiser smilingly puts it. In the majority of cases, he says, they are treated as if they were orphans.

New Accounts for Montreal Agency

The Laurentian Shoe Company; Labrecque & Pelleron, wholesale grocers, and Quin Quinol Products, manufacturer of veterinary specialties, all of Montreal, have appointed Holmes Thompson, Inc., also of Montreal, to direct their advertising accounts.

Join Barnet Leather Company

James Mackie, who has been sales manager of the Pohl Products Manufacturing Company, Lindhurst, N. J., has joined the Barnet Leather Company, Inc., New York, as assistant sales promotion manager. Miss Rose Froman has been appointed assistant advertising manager.

Newspaper Campaign Planned

The Independent Oil & Gas Company, Salt Lake City, Utah, is planning a newspaper campaign in the Rocky Mountain States. Stevens & Wallis, Inc., advertising agency, of that city, will direct this campaign.

Test Discloses Good Demand for Radio Parts

The Timmons Radio Products Corporation, Philadelphia, is placing on the market its B-Liminator in knock-down kit form in addition to the standard assembled instrument which has been on the market since last August. The B-Liminator unit is being advertised in national magazines, radio publications and newspapers in leading radio centres. The product operates on a house lighting current and is intended to replace "B" batteries in radio sets.

A test campaign in Philadelphia and New York, F. C. Selby, of the company, informs **PRINTERS' INK**, indicated that there is still a large demand for parts despite the definite trend of the industry toward complete manufactured receiving sets. Application was recently made for trade-mark registration of the name "B-Liminator."

Advanced by J. B. Wise, Inc.

William A. Brecht, formerly general sales manager of J. B. Wise, Inc., Watertown, N. Y., manufacturer of plumbing supplies, has been elected vice-president.

William M. Thompson, Western sales manager at Chicago, has been appointed general sales manager. He is succeeded at Chicago by Frank P. Neal who was formerly with the Mark Manufacturing Company and the Steel & Tube Company of America.

Max Slater Starts Own Business

Max Slater, advertising manager of the Cohen Bros. Manufacturing Company, Inc., New York, knitted underwear, has started an advertising business under his own name with offices in New York. He will continue to be associated with the Cohen company.

R. A. O'Reilly Joins Yaxley Company

R. A. O'Reilly, formerly with A. A. Gray & Company, Chicago advertising agency, has been appointed sales and advertising manager of the Yaxley Manufacturing Company, Chicago, maker of radio parts.

Chicago "Daily Journal" Appointment

Story, Brooks & Finley, Inc., publishers' representative, has been appointed Eastern national advertising representative of the Chicago *Daily Journal*.

A. H. Ringwalt with Grenell Agency

A. H. Ringwalt, formerly business manager of the *Detroit Motor News*, has joined the Grenell Advertising Agency, Detroit, as vice-president.

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THE KNICKERBOCKER PRESS

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House Burning - SHIPMENT SEEN
CONTINUED SOLD IN BUREAU OF
TO BUREAU OF DEFENSE ALONG

ALBANY EVENING NEWS and ALBANY JOURNAL

Lowest Milline Rate in New York State

Excepting N. Y. City and Buffalo

**NO MERITORIOUS ADVERTISING CAMPAIGN
CAN FAIL, BACKED BY THE COOPERATION
OF THESE TWO INFLUENTIAL NEWSPAPERS.**

Advertising Agents Bought 705 Pages During 1924

Advertising agents are expert buyers of space. They demand exact information as to what they get for their own as well as their clients' money.

Because they know that PRINTERS' INK gives full coverage of the firms and individuals they want to reach, advertising agents bought 705 pages in PRINTERS' INK during 1924 to advertise their own services to present and prospective advertisers.

PRINTERS' INK WEEKLY

20,561 net paid circulation

More agency advertising appeared in the first three months of 1925 than in any corresponding period in the history of **PRINTERS' INK**

Following is a list of agents whose messages appeared in **PRINTERS' INK** in the four March issues.

March 5, 1925, Issue

N. W. Ayer & Son
Calkins & Holden, Inc.
Dorrance, Sullivan & Company
Erickson Company
Federal Advertising Agency, Inc.
R. A. Foley Advertising Agency, Inc.
Charles Daniel Frey, Inc.
J. J. Gibbons, Limited
Hawley Advertising Company, Inc.
Arnold Joerns Company
Ray D. Lillibridge, Inc.
H. K. McCann Company
Moser & Cotins
Moss-Chase Company
R. Sykes Muller Co., Ltd.
Joseph Richards Co., Inc.
Sweeney & James Company
Thresher Service, Inc.
C. C. Winningham

March 12, 1925, Issue

N. W. Ayer & Son
Blackman Company
Churchill-Hall, Inc.
Andrew Cone Advertising Agency
J. J. Gibbons, Limited
Hoops Advertising Company
Lord & Thomas
McJunkin Advertising Co.
Miller Advertising Service

Newell-Emmett Company
J. H. Newmark, Inc.
Smith, Denne & Moore, Ltd.
J. Walter Thompson Company

March 19, 1925, Issue

N. W. Ayer & Son
Bissell & Land, Inc.
Dorrance, Sullivan & Company
J. J. Gibbons, Limited
Hawley Advertising Co., Inc.
H. K. McCann Company
Eugene McGuckin Company
Thresher Service, Inc.
Williams & Cunyngham
C. C. Winningham

March 26, 1925, Issue

N. W. Ayer & Son
Campbell-Ewald Company
Dorland Agency, Inc.
Erickson Company
J. J. Gibbons, Limited
Hoops Advertising Company
Charles W. Hoyt Co., Inc.
Ralph H. Jones Company
Ketchum, MacLeod & Grove, Inc.
Lord & Thomas
McJunkin Advertising Co.
Newell-Emmett Company, Inc.
Sheridan, Shawhan & Sheridan
Smith, Denne & Moore, Ltd.
J. Walter Thompson Company

To reach present and prospective advertisers,
place your message in **PRINTERS' INK** and
PRINTERS' INK MONTHLY

Wouldn't
it be worth your
while to know why
Library Bureau, Ford
Motor, Alexander Hamilton,
National Lamp, Kardex, Toledo
Scale, Multigraph, American
Telephone & Telegraph,
Addressograph and many
others use **BUSINESS** month
after month? Let us give
you the facts. Write
for rate card and
sample copy.



BUSINESS

Second Boulevard - Detroit, Michigan

Published monthly by the Burroughs Adding Machine Company

Advertising to Check Inflated Financing

Spear & Company Address Investment Bankers by Means of a Message to the Public

IT often happens that an established business discovers certain conditions in its industry which it considers menacing to its own welfare. When there is a strong association in the field, such conditions have often been cleared up by the association and the public advised of the action by co-operative advertising. In other cases an individual has taken up the cudgels in his own behalf and used advertising to call attention to a tendency which he feels will hurt the whole industry unless it is checked.

The current campaign in New York City newspapers of Spear & Company, a real estate firm specializing in the management and appraisal of business buildings, offers an interesting example of the single company which calls attention to a destructive tendency. Spear & Company believed that any tendency toward inflation in real estate financing carried with it a threat not only to real estate bond investors but also to the whole real estate business of which it is a part. The company's long experience in making appraisals on buildings and in managing them, made its members keen to sense a development toward what they considered unhealthy practices. At intervals they read of appraisals at values which they felt sure were excessive. They saw an occasional bond issue advertised where the net income, in their opinion, based upon their own experience as building managers, could not reasonably be expected to cover taxes, interest and amortization. The frequency with which these instances occurred seemed to be increasing.

Here, in the opinion of Spear & Company, were conditions which, if allowed to expand, might easily lead to a deflation of real estate values, and imperil pub-

lic confidence in real estate. Any such reactions would inevitably involve their own business, affect adversely the properties for which they were responsible as managers and in general cut into their earnings.

Spear & Company knew that investment bankers in sponsoring industrial issues assumed the responsibility of investigating their records of earnings and character of management. They believed that if they could similarly make the investment banker realize the relationship between competent building management and sound real estate bond issues they could succeed in checking this trend. Incidentally, in so doing, they might reasonably hope to broaden the market for their services.

FIRST STEP IN CAMPAIGN

They had the facts, and their story was convincing. The first step in their program of giving it publicity was a run-of-paper newspaper campaign, in generous space, to impress upon the public the necessity of competent building management in placing and keeping real estate upon a profitable basis.

The second phase of the campaign has involved the use of large space in the financial pages of the local papers, to bring the message more effectively and directly to the investor. The copy for these pages has naturally been expressed in terms having a more specific investment appeal than that used in the run-of-paper campaign.

The thought underlying all this copy has been to give the idea that expert appraisals and experienced management are essential factors in sound real estate issues, and that a real estate bond is a safe investment only when backed by an ample margin of

earnings, which earnings in turn are dependent upon competent building management.

The campaign has been based upon a realization of the fact that while bankers might not be particularly interested *per se* in what Spear & Company had to say, they were inevitably interested in any story of interest to the public, and tending in any way to affect their


Spear & Company" have been continually used in this series of advertisements. The deciding factor was the use of similar phrases in the advertisement of real estate mortgage bond issues. If, then, Spear & Company's services were later employed by a banker in setting up a bond issue, that fact would be stated in the same phraseology with which the public was familiar through the Spear campaign.

Having given this broad publicity to their name, Spear & Company followed up their newspaper advertising with a direct-mail campaign to bankers, in which, in addition to calling the bankers' attention to the advertising itself, they stress the value to them of the sales argument which Spear has placed at their disposal. The point is also made that the company in its publicity is endeavoring to co-operate with houses of issue in stabilizing practice in real estate mortgage financing.

The first financial copy used is the keynote of the whole campaign. Under the caption "Who Said So?" it emphasizes the necessity of reliable

appraisals as a basis of real estate bond issues, and points out the fact that only competent building managers, by reason of daily experience in the actual renting of space, daily contact with actual market conditions and daily activity in building administration are properly equipped to make the income and expense appraisals essential to a sound bond issue.

A similar idea with a slightly different approach is the basis of the advertisement "Write It Into the Contract." In this case the copy is shaped to emphasize Spear & Company's building manage-



Who Said So?

Investor: "Why is this mortgage investment safe?"
Real Estate: "Because the mortgaged property is worth much more than the amount of the mortgage and because the property will produce a dependable rental income exceeding all charges."
 Investor: "Who said so?"


↓

BUILDERS, lawyers, bankers, Chamber of Commerce officials and the like are not renting and managing real estate daily. That is not their work.

It takes competent *building managers* to determine accurately what net income a piece of property will produce. Their say so is based on experience. When they make an appraisal they are ready to risk their reputation in making the property produce what they say it will.

That is why investors and mortgage lenders have confidence in "Appraisal by Spear & Co."

BUSINESS BUILDING MANAGEMENT



1261 BROADWAY
NEW YORK CITY

ADVERTISING TO CHECK INFLATED FINANCING

attitude toward investment market offerings.

This plan of making the appeal to bankers by advertising to the bankers' final consumers, the investment buying public, served to accomplish two purposes. Bankers were found to be more interested in a warning which their customers were also told about. Moreover, it built up in advance a demand for the services of a concern which publicly recorded its conservative policy.

Two phrases—"Appraisal by Spear & Company" and "Building under the Management of

They
have beaten
a track
to our door



EXPERIENCED housekeepers who want to keep up with the latest developments in home management, child care, dietetics—

Women who want the newest and best equipment and furnishings in the homes they are building—

Groups of students—Homemakers of Tomorrow—from high schools, domestic science schools, colleges. Club women; business women; brides-to-be—

These are the women whose personal contact with the Housekeepers at the Priscilla Proving Plant has made them look upon *Modern Priscilla* as a household "what-to-do-book"; its advertising pages as a guide to the wise investment of household funds.

More than 600,000 such women read every issue of *Modern Priscilla*. And can you afford to ignore the market they offer you?

MODERN PRISCILLA

The Trade Paper of the Home

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An 18 Hole Course Where You'd Expect a 9

The last official census gave Janesville 18,293 population. But "that's not the half of it," nor then some as far as the Janesville Gazette is concerned.

Here's a newspaper that refuses to be circumscribed by government figures—that covers its city with 100% effectiveness and then reaches out with superb coverage over a 30-mile radius containing 122,000 people.

No nine hole course here!

The Janesville Gazette has lifted itself far and above the "small town class" and developed a circulation coverage that puts it and the Janesville market on a par with metropolitan publications and sales fields.

Twenty-nine cities and towns in the Janesville market are intensely receptive to the merchandising service sponsored by the Janesville Gazette. Let us tell you more.

H. H. Bliss
Publisher

Thos. C. Murphy
Adv. Mgr.



Weaver-Stewart Co., Inc.,
Eastern Representative,
Metropolitan Tower, New York

Weaver-Stewart Co., Inc.,
Western Representative
London Guarantee Bldg., Chicago



BOOKLETS that help the man who plans direct advertising

THE S. D. Warren Company, who have done much to promote interest in the relation of better paper to better printing, have for several years made a close study of direct advertising.

This study has developed some new and interesting angles that advertising men are finding helpful.

Too many advertisers, for example, overlook the fact that women don't buy as men do. A woman buys things to go with other things: a parasol that goes with a hat, glassware that goes with china—and so on. This is perhaps the strongest reason for the use of color in direct advertising to women.

This subject is discussed in the booklet, "This Shows how Women Buy." Each of the booklets in the Warren 1925 series takes up an interesting and important consideration for the man who prepares direct advertising. You can get copies of these booklets as issued, without cost, from any paper merchant who sells Warren's Standard Printing Papers—or by writing S. D. Warren Company, 101 Milk Street, Boston, Mass.

WARREN'S

STANDARD PRINTING PAPERS

Women's Standard Printing Papers are tested for qualities required in printing, folding, binding

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Reports on Services of Southern Pine Association

In the ten years of its existence, the Southern Pine Association has expended \$4,500,000, or an average of \$500,000 annually in the interest not only of the lumber manufacturer but the distributor and consumer as well, according to the report of H. C. Berckes, secretary-manager, before the tenth annual meeting of the association which was held recently.

Mr. Berckes enumerated the services of the organization during that period, in part, as follows: Assistance in the better manufacture and grading of its subscribers' product by making about 16,000 mill inspections; handling of about 14,000 inspections on complaints as to grades; putting the merits of Southern pine before the public through advertising which cost approximately \$1,500,000; aid given home builders and lumber users through the distribution of more than 5,000,000 booklets and pieces of literature; serving as a medium for the exchange of sawmill machinery and logging equipment aggregating more than \$5,000,000 in value, and co-operation with the Forest Service and other National and State bodies in the study of forestry.

New Household Cleanser Placed on Market

The Britton T. & S. P. Company, Cleveland, is placing a new household cleanser on the market known as Day's Liquid Pine Cleanser. Newspaper advertising is being used in Cleveland where distribution is being secured at the present time. This fall the campaign will be extended to Detroit, Pittsburgh, Cincinnati, Columbus, Toledo and other large cities. The advertising account is directed by Oliver M. Byerly, advertising agent, also of Cleveland.

"Liberty" Augments Staff

Mac V. Edds, formerly with the trade division of the Butterick Publishing Company, New York, and at one time advertising manager of *Forest and Stream*, has joined the Eastern advertising staff at New York of *Liberty*. He will cover New York City territory.

H. R. Cowan has joined *Liberty* as manager of its Eastern research department. He was formerly treasurer of Kennett, Cowan & Company, investment bankers, New York.

Will Howell Agency Opens Cleveland Office

Will Howell & Associates, Inc., Chicago advertising agency, has opened an office at Cleveland, Ohio. Harold B. Palmer is in charge.

"The Youth's Companion" Appointment

Gordon Simpson, Los Angeles, has been appointed Pacific Coast representative of *The Youth's Companion*, Boston.

Why Space is Sometimes Cancelled in

"Punch"

THE following letter explains in the clearest possible manner why it is that advertising space booked in "PUNCH" is sometimes relinquished:

12th February, 1925.

Advertisement Department, "PUNCH,"
80, Fleet Street, E.C. 4.

Gentlemen,—We have received the following from our clients the Triplex Safety Glass Co., Ltd.:

"Owing to our advertising campaign, the principal portion of which appeared in 'PUNCH' the demand for Triplex has increased so rapidly that we are at present unable to execute promptly all orders received, necessitating the reduction in our advertising appropriation."

In view of the above, and until facilities for increased manufacture are completed, only the limited amount of space booked for the next few months can be used. Schedule of dates has already been forwarded.

Yours faithfully,

P. P. KENNINGTON ADVERTISING
SERVICE LIMITED,

(Signed) F. R. KENNINGTON, Director.

When such a relinquishment is received the space thus released is immediately offered to the first Advertiser on the Waiting List. That is how new Advertisers sometimes secure space in "PUNCH" at comparatively short notice.

MARION JEAN LYON

Advertisement Manager, "PUNCH"

80, FLEET STREET
LONDON, E.C. 4., ENG.

Department Programs of Houston Convention

Ten Departments of A. A. C. of W. Announce Programs—Others to Follow Shortly

WITH the convention at Houston of the Associated Advertising Clubs of the World only a month away, the program committees of the various departments are busily engaged in rounding out the programs for the meetings of their respective departments. In all, it is anticipated that seventeen associations and departments affiliated with the Associated Clubs will hold meetings during the convention, which will be held from May 9 to 14.

The members of the Associated Business Papers, Inc., will hold a joint session with the Industrial Advertisers' Association. In addition, the following associations have completed their programs: Agricultural Publishers' Association, American Association of Advertising Agencies, American Photo - Engravers' Association, Direct Mail Advertising Association, National Association of Theatre Program Publishers, Public Utilities Advertising Association, Associated Retail Advertisers, and the Church Advertising Department.

These programs are in addition to the program of the general sessions which was reported in PRINTERS' INK of last week. Since giving the names of the speakers for the general sessions, the headquarters of the Associated Clubs reports that it has received the acceptance of William M. Jardine, Secretary of Agriculture, who will address the opening business session on May 11.

The completed departmental programs follow:

AMERICAN ASSOCIATION OF ADVERTISING AGENCIES

May 12—Afternoon: Welcome, Shelley E. Tracy, Southwestern Advertising Co., Dallas; response by Herbert Gardner, president of the association. "The Function of Advertising in the Distribution of Merchandise," John Benson, Benson, Gamble & Crowell, Chicago; "Constructive Co-operation," James

O'Shaughnessy, executive secretary of the association, and "How Agencies Can Use the Vigilance Movement to Best Advantage," by H. J. Kenner, general manager, Better Business Bureau of New York.

May 13—Morning: "Market and Media Research," Dr. Daniel Starch, American Association of Advertising Agencies; "Co-ordinating Advertising with Sales," Arthur W. Sullivan, Joseph Richards Co., New York, and "Post War Changes in Overseas Marketing," by delegates from overseas.

May 14—Morning: "How Accessible to the Public Should the Manufacturer Aim to Make His Product?" A. B. Taylor, Ferry-Hanly Advertising Co., Chicago; "Planning the Copy Appeal," James W. Young, J. Walter Thompson Co., Chicago, and "Shall the Campaign Be Sectional or National?" by Harborough I. Lill, The Chambers Agency, Inc., New Orleans.

Herbert Gardner, of the Gardner Advertising Co., will preside over these meetings.

AGRICULTURAL PUBLISHERS ASSOCIATION

May 12—Afternoon: Business session, opening remarks by Marco Morrow, president.

May 13—Morning: Holland Hudson, special representative of the National Vigilance Committee, "A Tribute from Vigilance to the Agricultural Press," and Paul T. Cherington, J. Walter Thompson Co., "Some Recent Changes in the Rural and Small Town Market."

May 14:—Business session.

PUBLIC UTILITIES ADVERTISING ASSOCIATION

May 12—Afternoon: Address of the president, W. H. Hodge, Byllesby Engineering and Management Corp., Chicago. E. Paul Young, Illinois Power & Light Corp., Chicago, "Costs and Results"; I. M. Tuteur, McJunkin Advertising Co., Chicago, "Better Copy," and discussion led by LaBert St. Clair, American Electric Railway Association, New York.

Edward J. Cooney, Lowell, Mass., will talk on "Interesting Facts About the Exhibit"; Dana H. Howard, Commonwealth Edison Co., Chicago, "Membership Campaign Results"; Donald M. Mackie, Consumers Power Co., Jackson, Mich., "The Association Bulletin," and Leonard Ormerod, Bell Telephone Co., Philadelphia, "Employment Opportunities."

May 13—Morning: P. C. Staples, Bell Telephone Company of Pennsylvania, "Keeping the Organization Abreast of Its Advertising"; C. B. Winters, Central Advertising Agency, Wichita, and George Ade Davis, Oklahoma Gas and Electric Company, Oklahoma City, discussing the agency and the direct advertising sides of the ques-

Popular Homecraft

Not a new magazine—just a new group
name for such departments as:

Fashions *Good Foods*

Patterns *Needlework*

Architecture *Gardening*

Better Furnishings

Entertainment *Radio*

The Orchard *Poultry*

Painting and Decorating

This magazine is packed with helpful sug-
gestions in "the fine art of homemaking."

Our subscribers are largely home owners.

You can reach a million Small Town
Homes by using the pages of

The Popular Home Magazine

People's Popular Monthly

Des Moines, Iowa

Carl C. Proper
Editor and Publisher

Graham Stewart
Advertising Director

tion, "Relation of Advertising Agency to Public Utility Advertising"; and Marshall E. Sampson, Illinois Public Service Company, Chicago, "The Use of Motion Pictures by Public Utilities."

J. C. Jordan, Pacific Gas & Electric Company, San Francisco, George McQuaid, Texas Public Utility Information Bureau, Dallas, and B. J. Mulaney, Peoples' Gas, Light and Coke Company, Chicago, will talk on "Good Will and Institutional Advertising."

DIRECT MAIL DEPARTMENTAL

The speakers and their subjects at the sessions of this department will be:

Irene I. Donath, Abraham & Straus, Inc., Brooklyn, "The Customer's Viewpoint Through the Channels of Direct Mail"; R. Fullerton Place, St. Louis, "Writing Music for House-Organ"; John H. Clayton, Beals & Morrison, Oklahoma City, "Agitation or Information"; John Howie Wright, Editor, *Postage*, New York, "Fundamentals of Successful Direct Mail Selling"; and S. R. Stauffer, Minneapolis, "How to Improve Your Business Letters."

Homer J. Buckley, president, Buckley, Dement & Co., Chicago, "Eliminating the Waste in Direct Mail Selling"; Jules J. Paglin, advertising manager, Sam Bonart, New Orleans, "Potentialities and Peculiarities of Direct Mail in the South"; Claude M. Bolser, Indiana University, Bloomington, Ind., "Humanizing Advertising"; A. Rasmussen, general sales manager, W. & H. Walker, Inc., Pittsburgh, "Selling 30,000 Salesmen by Mail" and William N. Bayless, president, Tiffany-Bayless Co., Cleve-

land, "Some Examples of Church Advertising."

AMERICAN PHOTO-ENGRAVERS ASSOCIATION

Speakers and their subjects at the sessions of this association will include: C. A. Stinson, president, Gatchel & Manning, Inc., Philadelphia, "The American Photo-Engravers Association's Contribution to Modern Advertising"; J. J. Walden, president, Southwestern Engraving Co., Fort Worth, "The Development of the Great Southwest through the Aid of Pictures," and Edward Epstean, Walker Engraving Co., New York, "The Photo-Engraving Process," whose talk will be illustrated.

O. F. Kwett, president, Northern Engraving Co., Canton, Ohio, "Pictures as an Aid to Distribution of the World's Goods"; Lou E. Holland, president, Associated Advertising Clubs and head of the Holland Engraving Co., Kansas City, "Harnessing the Power of Pictures in Advertising"; H. C. Campbell, president, Western Engraving & Color-type Co., Seattle, "Your Story in Pictures Leaves Nothing Untold," and addresses by E. W. Houser, president of the Association and Louis Flador, Chicago.

NATIONAL ASSOCIATION OF THEATRE PROGRAM PUBLISHERS

The tentative program for this association includes addresses by the following: E. E. Brugh, president, Clyde W. Riley Advertising System, Chicago, who also is president of the association, "Fundamentals of Advertising"; Ralph

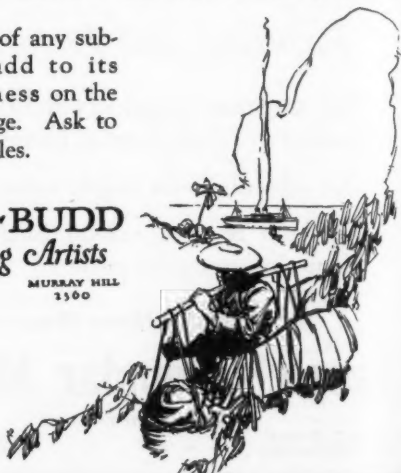
INTERESTING

—treatment of any subject will add to its attractiveness on the printed page. Ask to see our samples.

LOHSE-BUDD
Advertising Artists

405 LEXINGTON AVE.
NEW YORK CITY

MURRAY HILL
1500



PR

270 M

N

507

San F

Rotogravure



THE SUNDAY SYRACUSE HERALD

Average circulation now 75,000.

Rotogravure rate 30c. per line
flat.

Lowest milline rate for roto-
gravure advertising in New York
State outside of New York City.

The Syracuse Herald has the largest Sunday
circulation of any newspaper between New
York and Buffalo and completely blankets
the counties comprising the rich territory of
Central New York.

National Representatives

PRUDDEN, KING & PRUDDEN, Inc.

270 Madison Avenue
New York

Globe Building
Boston

Steger Building
Chicago

507 Montgomery St.
San Francisco, California

514 Leary Building
Seattle, Washington

San Fernando Building
Los Angeles, California



The
ELEMENTS
of the
ALPHABET

Here they are. Used 67 times they make up the twenty-six vowels and consonants ~ Joining Marks into Letters, grouping Letters into Words, arranging Words into Lines, fitting Lines into Areas ~ *doing these four things artistically but practically, is our work.*

*Lettering, Decoration and
 Figure drawing of distinction*

**J. ALBERT
 CAVANAGH**

Art for Advertising
 2 WEST 46TH ST., New York, BRYANT · 6505

Trier, president, New York Theatre Program Corporation, "The Importance of Theatre Programs to the National Advertiser," and D. R. Mills, president, Mills Advertising Co., Omaha, "The Establishment of a National Rate and Uniform Program as an Aid to the National Advertiser Using Theatre Programs."

There will be other papers submitted and informal discussions on the improvement of theatre program advertising in general and more vigorous means of presenting the merits of the theatre program to the national advertiser.

NATIONAL INDUSTRIAL ADVERTISERS ASS'N., AND THE ASSOCIATED BUSINESS PAPERS, INC.

There will be a joint session of these two associations on the afternoon of May 12, which will be presided over by Julius H. H. I. Aldrich, advertising manager, Link-Belt Co., Chicago, and president, National Industrial Advertisers Association.

The following topics will be discussed: "The Industrial Advertiser and the Community," Bennett Chapple, director of publicity, American Rolling Mills Co., Middletown, Ohio; "How Trade Advertising Benefits the Ultimate Consumer," Paul I. Aldrich, editor and manager, *National Provisioner*, Chicago; "Improving Industrial Methods Through Advertising," Keith J. Evans, advertising manager, Jos. T. Ryerson & Son, Chicago, and "The Economic Function of Business Paper Advertising," Jesse H. Neal, executive secretary, The Associated Business Papers, Inc.

ASSOCIATED RETAIL ADVERTISERS

May 12—Afternoon: Presiding, Theodore G. Morgan, president Associated Retail Advertisers and director, Henry Morgan & Co., Ltd., Montreal; "The Advertisement Itself," Miss Catherine McNelis, advertising manager, Fowler, Dick & Walker, Wilkes-Barre, Pa.; "Merchandising the Advertisement," George B. Forristall, advertising manager, Foley Bros. Dry Goods Co., Houston; "Retail Copy," speaker to be announced, and "How a Better Business Bureau Develops Retail Advertising Standards," Edward L. Greene, special representative, Associated Advertising Clubs.

May 13—Morning: Presiding—George B. Forristall, Foley Bros. Dry Goods Company, Houston; "Changes in Retailing and the Advertiser," Professor H. H. Maynard, Ohio State University, Columbus; "Advertising, the Open Road to Profit," Martin L. Pierce, director of research, The Hoover Company, North Canton, Ohio; "Store Publications," H. E. Hart, president, The Hart Company, Chicago; "Adapting the Other Fellow's Ideas," Amos H. Weigel, Standard Corporation, New York and Chicago.

May 14—Morning: Presiding, Miss Lucille Babcock, E. E. Atkinson & Co., Minneapolis; election of officers and directors; "Crediting Basement Readers with Average Intelligence," Miss Harriet Goodsite, LaSalle & Koch Company, Toledo; "Big Town Advertising with Small Town Facilities," Roy G. McKinney, advertising manager, Baker-Hempbill Co., San Angelo, Texas; "Teasers

CIRCULATION CONCENTRATED WHERE YOU WANT IT!

**In Maine's Largest and
Best Market.**

PORTLAND EVENING EXPRESS AND SUNDAY TELEGRAM

**give by far the best
coverage of Portland and
Vicinity.**

**Circulation of the Evening Express
alone in the city of Portland is
equal to more than 15 out of
every 16 families.**

"A Truly Remarkable Coverage"

1924 Adv. Lineage

**Express and Telegram lead other
Portland daily and Sunday papers
by millions of lines.**

Our Sunday Edition—

The Sunday Telegram

**Has Largest Sunday Circulation
East of Boston**

**The Julius Mathews Special Agency
Boston—New York—Detroit—Chicago**

**Dominant for 16 years in
Florida's Agricultural Field**

the **Florida GROWER**

**A state paper of unusual
merit. Reaching well-to-do
fruit growers and pros-
perous truck farmers.**

Representation

Wallace C. Richardson, Inc.
New York

John D. Ross
Chicago

George M. Kohn
Atlanta

THE FLORIDA GROWER
Tampa, Florida

direct

Our staff of idea, copy
and art men is devel-
oping high powered
direct mail literature.
Can we be of service?



CURRIER & HARFORD L^{td}

Direct Mail Advertising

27 East 31 New York Cal 6076

As a Help to Selling," R. D. Friend, advertising manager, The Pelletier Company, Sioux City, Iowa; "Human Appeal in Furniture Advertising," Mrs. Guy M. Locking, advertising manager, The Buckeye Furniture Company, Toledo, Ohio, and "Building \$2,000,000 Business in Town of 1,000 People," R. Mooney, president, The B. & O. Cash Store, Temple, Okla.

Each address will be followed by a general discussion.

CHURCH ADVERTISING DEPARTMENT

May 12—Afternoon: Presiding, William N. Bayless, President, The Tiffany, Bayless Co., Cleveland; "How to Win Newspaper Co-operation," Frank LeRoy Blanchard, Henry L. Doherty & Co., New York; "The Church and the Newspaper," John T. Brabner Smith, World Service Agencies, Methodist Episcopal Church; "The Newspaper is Anxious to Co-operate," J. B. Fraser, promotion manager, Hamilton, Ont., *Herald*; "Can the Church Use Poster Advertising?" Clarence M. Lovell, General Advertising Co., New York, and "A Remarkable Co-operative Interchurch Campaign," A. G. Corry, Philadelphia.

May 13—Morning: Presiding, W. Frank McClure, vice-president, Albert Frank & Co., Chicago; "What has the Church Got to Advertise?" Rev. Kerison Juniper, First Congregational Church, St. Petersburg, Fla.; "Copy That Compels," William N. Bayless; "Impressions of Current Church Advertising," Norman M. Parrott, secretary, Advertising Club of Baltimore; "The Advertising of Truth," Norman T. A. Munder, president, Norman T. A. Munder Company, Baltimore; "New Life in Old Pews," Rev. E. P. West, Baptist Temple, Houston.

May 14—Morning: Presiding, Rev. F. M. C. Bedell, Christ Church Rectory, Houston; "Broadcasting Religion to a Receptive World," Graham Stewart, advertising director, *People's Popular Monthly*, Des Moines; "Advertising the Biggest Business in the World," Merle Sidener, president Sidener-Van Riper Advertising Agency, Indianapolis; "From the Publisher's End," Rowe Stewart, general manager, *Philadelphia Record*; "The Church's Outside Audience," Joseph M. Ramsey, business manager, *The Expositor*, Cleveland, and "Some Effective Methods, from My Experience," Rev. P. B. Hill, First Presbyterian Church, San Antonio.

E. T. Bell Advanced by Oklahoma Publishing Company

Edgar T. Bell, advertising manager of *The Oklahoma Farmer-Stockman*, has been elected secretary, treasurer and business manager of the Oklahoma Publishing Company, Oklahoma City, Okla., publisher of the *Oklahoman*, the *Times* and *The Oklahoman Farmer-Stockman*.

Ralph Miller, now with the Campbell-Ewald Company, Detroit advertising agency, will succeed Mr. Bell as advertising manager on May 1.

Vermont Knows How to Spell Success



*Sign Posts
of
Buying
Power
No. 28*

R. G. Dun & Company reported 18,817 commercial failures in the United States during 1923. Of these, only 41 occurred in Vermont. Nevada with 23 and Arizona with 29 were the only states with a better record.

Before conceding leadership to either Nevada or Arizona, Vermont calls attention to the higher proportion of commercial enterprises within her borders. For instance, Vermont has over ten times as many manufacturing establishments as Nevada and over four times as many as Arizona. (Data by Bureau of the Census, 1923.)

Nothing succeeds like Vermont success — nothing except the invasion of meritorious products into a state whose buying power is least drained by business failures.

Vermont Allied Dailies

Barre Times Brattleboro Reformer Bennington Banner
Burlington Free Press Rutland Herald
St. Johnsbury Caledonian-Record

The finest
printed
Rotogravure
Section
in
America

San Francisco Chronicle

National Representatives

Williams, Lawrence & Cresmer,
225 Fifth Avenue,
New York City.

360 No. Michigan Ave.
Chicago

R. J. Bidwell Co.,
Times Bldg.,
Los Angeles, Calif.

"Let's Go"

A mimeographed, illustrated House Organ for salesmen which we publish says "LET'S GO" in an inspiring way and gives salesmen constructive suggestions on how to "go."

Supplied weekly, twice a month or monthly, as desired.

Bulletins are delivered with your firm name imprinted and with no ear-marks of syndication.

Personal notes, written and "run off" at your office, may be made a part of this house organ.

Many of our subscribers are running into their fourth year on this service.

Why not "invite us" to submit samples?

JOHN J. LUTGE & STAFF
703 Market St.
San Francisco, Cal.

Lever Bros. to Market Two New Products

The Lever Bros. Company, Cambridge, Mass., manufacturer of Lux, Rinso, Pear's soap and Lifebuoy soap, is planning advertising campaigns on two new soap products. These will be marketed under the trade names of Oliva and Lux Toilet Form. Barton, Durstine & Osborn, Inc., has been appointed to direct the advertising of Oliva. The J. Walter Thompson Company, Inc., will direct the advertising of Lux Toilet Form.

W. H. Loomis, Jr., and R. J. Potts in New Business

Wesley H. Loomis, Jr., and Richard J. Potts have started a new advertising business with offices in Kansas City, Mo. Mr. Loomis was formerly with the Ferry-Hanly Advertising Company, Kansas City. Mr. Potts until recently was vice-president of The Potts-Turnbull Company, Inc., advertising agency, in charge of the Kansas City office.

Erie "Dispatch-Herald" Sold

The Erie, Penn., *Dispatch-Herald*, has been sold to William A. Hendrick, of New Haven, Conn., and Louis Benjamin, of Syracuse, N. Y. John H. Strong, owner and publisher, has retired. Mr. Hendrick, who has been publisher of the New Haven *Times-Leader* for many years, is president and publisher of the *Dispatch-Herald* and Mr. Benjamin is general manager.

A. C. Linge, Space Buyer, Lesan Agency

Arthur C. Linge, who has been with the H. E. Lesan Advertising Agency, Inc., New York, for the last five years, has been advanced to the position of space buyer. He succeeds C. H. Weissner, whose change of position was recently reported.

C. H. Marvin Joins Yost-Gratnot Agency

Charles H. Marvin, until recently office manager and space buyer of the Hoops Advertising Company, Chicago advertising agency, has joined Yost-Gratnot & Company, St. Louis advertising agency, in a similar capacity.

Tootsie Roll Account with Gardiner-Mace

The Sweets Company of America, Inc., New York, maker of Tootsie Rolls and Lance cough drops, has placed its advertising account with the Gardiner-Mace Company, New York advertising agency.

Silver King Appoints Erickson

The Silver King Mineral Water Company, New York, has appointed The Erickson Company, New York advertising agency, to direct its advertising account. Newspapers will be used.

TWO of our clients have been with us since our first year—1914. Five are ten years old. Seven others are eight years old. The balance have been receiving Moser & Cotins service for varying lengths of time.

Located in the center of New York State, we have been able to do for these New York State industries and institutions, many things that an agency at a greater distance would find most difficult.

MOSER & COTINS
Utica New York

Member: American Association of Advertising Agencies

The greatest advertising agency association in the world

now recognizes that circulation **QUANTITY** is only a part of what you buy and pay for.

Circulation **QUALITY** is receiving greater respect and consideration today than at any time in the history of advertising.

There is no duplication in

EXTENSION MAGAZINE

even though you buy ten million mass circulation, because it is an entertaining, religious magazine, read by 320,000 families, and your message will be read in an earnest and respectful mood.

Extension Magazine

ELLWOOD TANSEY

Advertising Manager

General Offices, 180 N. Wabash Ave.
Chicago, Illinois

Sell the Home Territory First

J. C. Lawrence, President, Racine Horseshoe Tire Company, Cites Experiences Which Prove Value of a Limited Distribution Area

By Russell H. Barker

THERE are two methods of intensifying selling effort which most sales managers agree, point to the elimination of waste in distribution. The first method is to select one dealer in a town or community and concentrate on him. The object is to replace a group of dealers all more or less passive with one man who is thoroughly interested in the product and who is capable of pushing its sales to the greatest extent.

No more notable example of a company which has made a science of the selection of dealers can be found than Hart, Schaffner & Marx. Only one dealer is chosen in a community and he is not selected until his integrity, personality and selling ability have been thoroughly tested. All selling efforts are then concentrated on him. He is made so much a part of the Hart, Schaffner & Marx organization that his very store takes on much of the character and reputation which this firm has taken years to establish.

That manufacturers are waking more and more to the importance of selecting the right kind of dealers may be seen in the statement recently made to the writer by a Cleveland manufacturer of women's ready-made clothing. He said that he would rather have 1,000 dealers whom he could select and manage as he wished than the list of 10,000 which he now has.

The second method of intensive selling limits the marketing area to a territory within easy range of the factory, thus enabling a manufacturer to cover his whole market with a most thorough sales program.

The Racine Horseshoe Tire Company in its fight against waste has seen fit to restrict its territory to narrow limits and by doing so it has managed to increase

its volume and reduce its selling costs. And, what is more remarkable in this particular industry, it has lowered its annual dealer turnover to 3 per cent as compared to from 25 per cent to 30 per cent, the average of the whole tire industry.

J. C. Lawrence, president of the company, believes not only that a profitable business can be built up by limiting the market but also that this is the most satisfactory method of building business in certain fields where success in selling the product depends largely upon the character of the dealers.

Deliberately to hedge a business within walls of limitations is often a more difficult thing to do than to expand when attractive opportunities present themselves. Keeping humble and turning a deaf ear to the lures of broader markets is scarcely a characteristic American business trait.

NEGLECT OF FRONT-DOOR MARKET

In telling the story of the application of this idea to his own company Mr. Lawrence says that three years ago the Racine Horseshoe Tire Company was using only wholesale jobbing methods to sell tires. Reports showed a good sale for this brand of tire in California but almost none in the home State, Wisconsin.

The business of manufacturing and distributing tires has been highly competitive for a long time. Many of the larger manufacturers have fallen short of a normal profit on the immense volume of business they have done. The strain on the smaller concerns in the field is evidenced by the high mortality rate.

"We could see the changing trend in the industry," said Mr. Lawrence, "and decided to reorganize our distributing policy. We planned to adopt a retailer-sell-

Especially Booklets

Just as some printers have specialized in advertisement composition, so there are other specialists—all printers.

I have made a special study of booklets—the kind that are both economical and effective.

I'd like to add my suggestions to your next booklet. No obligation.

Louis Krizer

Printing for Advertisers

229 West 28th St., New York

Telephone PENnsylvania 7921

ARE YOU SELLING TO THE PROPRIETARY INDUSTRY?

Then you will be interested in seeing a copy of "STANDARD REMEDIES," the foremost publication in the field.

It is read by every manufacturer of consequence, as it is an established medium of information to the trade.

Copies mailed upon request, no obligation.

"STANDARD REMEDIES"

425 Star Building

WASHINGTON, D. C.

110 E. 42nd St., New York City

1027 Rookery Bldg., Chicago, Ill.

1112 Hadlamont St., St. Louis, Mo.

ing program and see what could be done nearer home. Mapping a sales plan and shaping an advertising policy to conform with it, we turned to the nearest markets where no manufacturer could enjoy the advantage of a freight differential over us.

"Actually, we limited ourselves much more than that. We sent salesmen first to three cities within fifty miles of each other, Racine, Milwaukee and Kenosha. Those three cities were so thoroughly covered and have been ever since that they remain today the best markets for Racine Horse-shoe Tires.

"At the present time the bulk of our selling energies is being devoted to the State of Wisconsin and the upper half of Illinois. Our aim is eventually to sell four States as completely as we now sell our own. They are Wisconsin, Illinois, Michigan and Indiana. We already have salesmen covering towns of a county-seat size in all these States and most of our advertising is being done in the same territory.

"In Wisconsin, we now have Horseshoe dealers displaying their yellow and black signs in almost every highway town, and the State is a network of improved highways."

THIS IS A DISTINCT BENEFIT

The one great advantage which the manufacturer, who has limited his distribution and developed his field intensively, has over the manufacturer who has a wide distribution lies in his dealer relations. If he can compete with larger factories in the quality of his product and in the price, the remainder of the job rests largely with the dealer. There are, of course, some products which literally sell themselves but they are not numerous.

Mr. Lawrence is very careful to define the emphasis which is put on the dealer in the operating of his company. "It is the dealer who controls our policies. It is the knowledge that we could not serve dealers throughout the nation as we serve those in our restricted

Do you want to get better results from your form letters?



"I CERTAINLY do," a prominent direct mail advertiser told us. "I'd be making a great deal more money if I could find a way to get just one per cent more returns."

Why not try better paper? Won't it give the prospect a better impression of your message and your house? Don't such things have their effect in leading hesitating fingers to the dotted line? Split your list the next time and send out a test with a third of your letters on Danish Bond. The figures will surprise you.

Danish Bond is surprisingly moderate in price. Yet so surprisingly fine in appearance that you'd have to be a paper expert almost to tell it from the finest bond paper made.

Write or telephone your printer, stationer or lithographer for prices and samples. There's a wide selection to choose from, for Danish Bond is made in white and ten colors.

Rising papers are also furnished in ready-to-print mailing sets and social announcements by the Old Colony Envelope Company, of Westfield, Massachusetts. Write for samples.

DANISH BOND

ONE OF THE LINE OF PAPERS WATER-MARKED DANISH

Made in the hills of Berkshire County by the

B. D. Rising Paper Company



Housatonic, Massachusetts

territory which keeps us humble. Of course we are often tempted to go into broader markets but we have to remember that that would mean undermining the entire foundation of our sales program.

"Our salesmen sell exclusively to one dealer. Consequently, it is their aim to get the dealer with the best standing in the community. This has not always been easy to accomplish at first, but by trying to give our dealers better and quicker service than they get from other tire companies we have gradually built up a reputation and have been able to place our tires in the hands of very reliable dealers.

"Our selling system does not necessitate the maintaining of any branch houses and that added to the obvious advantages of having dealers within a close range of the factory is our big talking point in favor of a limited market. Every dealer has an identity at the factory. He is not just one of a list of thousands of names. When he

has a grievance it only takes him a few hours to drive in to the factory to settle it. If that is not convenient we are within easy reach by long distance telephone. When he does come in to the factory he is able to bring his troubles directly to me or to the particular man he wishes to see.

"We are not confronted by regional or seasonal differences or the various economic problems peculiar to certain localities which disturb the equilibrium of a sales policy adopted to fit a nation. That is why our company is still able to use the same sales policy which was adopted three years ago whereas many companies cannot stick to the same policy that many months.

"One of the principal reasons why merchandising costs in the tire industry have been high is the rapid dealer turnover rate. Too often the dealer who sold you a certain brand of tire yesterday is selling an entirely different brand today. This condition has scarcely tended to create

Allentown, Pa.

**Center of enormous and
prosperous cement in-
dustry of this country.**

Completely covered by the

Allentown Morning Call

**Story, Brooks & Finley
National Representatives**

"Ask us about advertisers' cooperation"

The laws of successful advertisement writing

YEARS ago many manufacturers abandoned "rule of thumb" methods. For years, trades had been matters of tradition. The apprentice was taught by the journeyman. Then Frederick Taylor awakened the manufacturing world by applying scientific management to such humble work as shovelling cinders and loading pig-iron.

About ten years ago sales managers began to depend less on "rule of thumb" methods and "born salesmen" material. The book "Scientific Sales Management," written by the head of this agency in 1912, was the first printed statement as to the application of Taylor's methods to sales management.

Writing advertisements, for years, was considered inspirational writing by "born writers." Slowly a few writers of advertisements began to use methods and facts.

Records of results secured by keying were used, to compare copy. Human laboratory tests came into use. It was found possible to secure worth-while mass reactions on advertisements, or parts of advertisements, prior to inserting them in a paper.

Three years ago this agency start-

ed a study of advertisement-writing based on its experience for the previous thirteen years. The Department of Advertising Records was strengthened.

Studies of mass reaction by human laboratory tests were carried on. Diagnosis, or a securing of the facts through the use of scientific men like doctors, chemists, engineers, was used.

Finally, for the use of all within our Copy Department a book, containing the results of our three years' study called "The Laws of Successful Advertisement Writing," was prepared. This was accompanied by an important key book, namely, "The Records of Results."

Within these records of results are some figures which are simply astonishing. Prejudice and opinion have to be abandoned in the face of these figures.

Advertisements are prepared by this agency in conformity with these laws. We do not ask you to accept bald statements or personal opinions. We supplement our advice by records of results. If you are interested to read further about "The Laws of Successful Advertisement Writing" write for the booklet. It is free to executives.

"PLANNED ADVERTISING"

Reg. U. S. Pat. Off.

CHARLES W. HOYT
COMPANY, INC.

New York

Springfield

Boston

CHARLES W. HOYT COMPANY, INC.

Dept. B 4 116 West 32nd St., New York City

Send your booklet "The Laws of Successful Advertisement Writing."

Name

Firm Name

Street

City..... State.....

P. I. 4-9-'25

Talking Behind Our Back—

But We Like It!

Case Number 1.

The Rankin Agency

had occasion to investigate the Indiana farm paper situation. Cards were sent to a list of farmers in several states, asking this one question:

"What is the best farm paper that you subscribe to?"

In 176 Indiana replies, The Guide was mentioned 104 times. Next paper, 17. Here is the result tabulated:

Indiana Farmer's Guide.....	104
Second Paper.....	17
Third Paper.....	17
Fourth Paper.....	13
Fifth Paper.....	9
Sixth Paper.....	3
Seventh Paper.....	3
Eighth Paper.....	2
Ninth Paper.....	2
Then six papers, one each....	6

176

Ratio of Guide to other 14
papers combined—virtually 3 to 2.

Case Number 2.

Frank Seaman, Inc.

in an investigation of the farm field, found The Guide to have 86 subscribers out of 139 Indiana families interviewed, or 62 per cent—a close agreement with the actual facts for the state as a whole.

It was found further that 70.9 per cent of the farmers' wives are careful readers of their farm paper, while an additional 14.7 per cent are occasional readers. Two conclusions were reached:

First: That the only way to cover the farm or rural population is through the farm publications.

Second: That the women on the farm can to a large extent be reached through farm publications.

Let Us Add Two More Facts:

The Indiana Farmer's Guide has more rural circulation in Indiana than the nine leading general magazines, having an aggregate circulation of approximately seventeen million.

The Indiana Farmer's Guide has more rural circulation than all the Indiana dailies combined.

MORAL: The way to the Indiana farm market is through The Indiana Farmer's Guide.

The Indiana Farmer's Guide

Huntington, Indiana

Reaches 140,000 Farm Homes Every Week.

B. Kirk Rankin, Publisher

Wm. G. Campbell, Gen. Mgr.

faith on the part of the tire purchaser either in the dealer or in the manufacturer. It means that money spent for advertising has been practically wasted or counteracted by a change in policy. The fault has seldom been with the tires but rather because the factory has not been able to maintain satisfactory relations with the dealer.

"This is an evil which we have tried to overcome by a careful selection of dealers and by endeavoring to keep them satisfied with our service. Our success in this is evidenced by the fact that while the dealer turnover in the whole tire industry for 1924 was between 25 per cent and 30 per cent, our dealer turnover was 3 per cent. I do not believe that the public's confidence in a product is going to be destroyed when it finds a dealer in whom it has confidence carrying, advertising and pushing the sale of that same product year after year."

Because this company places so much emphasis on the dealer in its distributing program it also places particular emphasis on the dealer in its advertising program. The advertising is, of course, centred on the particular area in which these tires are being sold. About half of the advertising is aimed directly at the dealer and business papers are used for the most part in this work.

A campaign now running in business papers and newspapers consists of a series of cartoons dealing with popular superstitions such as throwing salt over the left shoulder, picking up a pin, walking around a chair for luck in a card game, and others, all of which are tied up with the Horseshoe slogan "You will have better luck with Horseshoes."

Ford Sales for 1924

The Ford Motor Company, Detroit, reports profits of \$100,435,416 for 1924 from the sale of 1,950,000 cars, trucks and tractors, and foreign sales of about 190,000 cars, trucks and tractors, making a total of 2,100,000 units. Net profit per unit last year was \$47 against \$37 in the preceding ten months and \$77 for the year ended February 28, 1923.

Texas

is the bright spot of the commercial map of America. Farms produced around a billion dollars in products in 1924. Oil wells are pouring gold into the buying bank roll. Our publication reaches the 3,000 drug stores and 12 wholesale drug houses in Texas. You can reach the Texas Drug Market through it in a thorough and economical way. Specimen copies, rates and circulation statement sent on request. The bulletin board of the southern drug market.

**SOUTHERN
PHARMACEUTICAL
JOURNAL**
Dallas, Texas

RODE-O-GRAPH

Power-Force-Sales

*Color and illustration
power coupled with a
forceful message pulls,
holds and sells the
prospect.*

**Make Your
LABELS~LETTERHEADS
ADV.CUTOUTS~BLOTTERS
WINDOW DISPLAYS~INSERTS
WRAPPERS~FOLDERS
Sell Your Prospects**

RODE & BRAND
Lithographers
200 WILLIAM ST., NEW YORK
BEERMAN 5840

Wanted:

Agency Art Director

A layout man and visualizer capable of doing really fine work—

A man having sound art training, good taste, imagination—

A man thoroughly familiar with all the requirements of mechanical reproductions—

A man experienced in the buying of art work—

A man capable of managing his own time and the time of his department in an efficient, business-like manner.

For this man there is a splendid opportunity to do big things in the Chicago Office of the J. Walter Thompson Company. Interviews will be granted only after receipt of full details in letter. Address: 410 N. Michigan Blvd.

Western Electric Reports Record Sales

The Western Electric Company, Inc., New York, reports total sales for the twelve months ended December 31, 1924, of \$298,281,000. This compares with \$255,177,000 in 1923, and is a gain of \$43,104,000. It represents the largest volume of business ever reached by the company in any year of its history. Net earnings for the year 1924, after providing for depreciation and all taxes, were \$18,068,396. The unfilled orders of the Western Electric Company on December 31, 1924, amounted to \$92,014,000 as compared with \$94,951,600 at the end of 1923.

The total sales of the International Western Electric Company, Inc., a subsidiary, and its principal allied companies, excluding all inter-company sales, were in 1924 approximately \$43,800,000. This compares with \$36,500,000 in 1923.

Willard H. Bond, Inc., New Agency

Willard H. Bond, Inc., is the name of a new advertising agency recently formed at New York. Willard H. Bond, recently vice-president and treasurer of the Fyffe & Bond Corporation, advertising agency, also of New York, is president.

W. J. Noble with Charles H. Touzalin Agency

William J. Noble, recently in the service department of the Chicago office of The Class Journal Company, has joined the Charles H. Touzalin Agency, Inc., advertising, of that city. At one time he conducted the Noble Advertising Service at Cleveland.

E. S. Mittendorf to Join Cincinnati Agency

Eugene S. Mittendorf has resigned as publicity director of the United States Playing Card Company, Cincinnati, to join the staff of the Midland Advertising Agency, of that city. This change in position became effective April 1.

Thomas R. Gowenlock with Collins-Kirk

Thomas R. Gowenlock, who for the last ten years has been with the Chicago office of the H. W. Kastor & Sons Company, has joined Collins-Kirk, Inc., Chicago advertising agency.

Made Official of Motor Truck Industries, Inc.

C. D. McKim, sales manager of the Continental Motors Corporation, Detroit, has been elected second vice-president of Motor Truck Industries, Inc., succeeding George W. Yoerna.

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387,934

THE net paid circulation of The New York Times, average daily and Sunday for the six months ended March 31, 1925, as reported to the Post Office Department, is 387,934. This represents actual sales; The Times accepts no returns. The circulation for the corresponding period of 1924 was 378,174.

Never before has a newspaper which makes its appeal to thoughtful, intelligent people attained this volume of circulation without comics, without puzzles, without any other matter extraneous to the news. The New York Times is strictly a newspaper.

Its news service is unequalled in quality, accuracy and completeness. Its advertising columns are informative, clean and trustworthy.

The circulation record for twenty-nine years shows a steady increase:

1896.....	21,516
1900.....	82,206
1905.....	120,710
1910.....	191,981
1915.....	*298,248
1920.....	*351,939
1924.....	*378,174
1925.....	*387,934

**Average net paid daily and Sunday circulation reported to the Post Office Department for the six months ended March 31, in accordance with act of Congress, August 24, 1912.*

The New York Times

"All the News That's Fit to Print"

Read The New York Times—It's a Liberal Education.



20,000 CIRCULARS

ILLUSTRATED PRINTED ADDRESSED & MAILED

FOR

7/8

OF ONE CENT EACH

[COMPLETE
COST
INCLUDING
POSTAGE]

MAILO SERVICE
39 EAST 20TH STREET
NEW YORK CITY
Phone, Caledonia 9736-9737

A Questionnaire on Community Advertising

What are the preliminary steps to be undertaken by a community before it engages in an advertising campaign? Enthusiasm and a desire to advertise are not in themselves a sufficient basis on which to operate, said Clark Belden, secretary of the Hartford Advertising Club, in a speech on community advertising which he made recently before the Manchester, Conn., Chamber of Commerce. It is necessary to have accurate and complete information regarding the purposes which the advertising is to accomplish and the advantages which are to be advertised.

This information, Mr. Belden said, could be obtained by answering a list of sixteen questions which would yield the data necessary in planning the campaign. Until these questions are answered the enthusiasm for community advertising should be held in check. The questions are:

Have we anything worth advertising?

If so, what?

Does anybody want to buy what we have to sell?

If so, who?

Where are these people located?

By what means can they be sold?

What is going to be the objective of our campaign?

How expensive a campaign will be necessary to reach our objective?

How long a campaign will be necessary to reach our objective?

Is our objective worth what our campaign will cost?

Who is going to finance our campaign?

Who is going to direct it?

Who is going to carry it out?

What competition will we face in selling our community?

How will we rise above this competition?

In what ways will community advertising benefit our community?

Advanced by Yale & Towne

W. W. Brasier, since 1922 manager of padlock and night latch sales of the Yale & Towne Manufacturing Company, Stamford, Conn., has been appointed assistant to E. C. Waldvogel, vice-president in charge of sales. He joined the Yale organization in 1910 as a salesman on the Pacific Coast.

Walter B. Dodge, since 1923 manager of door closer sales, has been appointed assistant to the president, Walter C. Allen. He is succeeded by F. V. Crow, formerly manager of the New York salesroom.

H. D. Rolph, representative of the company in Australia and the Far East, will return to Stamford as export manager.

Joins Percival K. Frowert Agency

Craig Biddle, Jr., of Philadelphia, has joined Percival K. Frowert Company, Inc., New York advertising agency, as an account executive.

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Net Paid
Circulation of
THE ST. LOUIS STAR
for March, 1925

147,897
Copies
per day

*The Highest Monthly Average
Daily Net Paid Circulation in the
History of THE ST. LOUIS STAR*

Advertising Record!

The St. Louis Star showed
an advertising gain of
approximately 50,000
lines in March, over the
same month last year.

National Advertising Representative
THE S. C. BECKWITH SPECIAL AGENCY

OUTDOOR ADVERTISING

LUCREZIA BORGIA made a fine art of POISONING

If Lucrezia Borgia, an Italian noblewoman living about the year 1500, disliked a little group of her friends she invited them to a most delicious dinner—which, as a rule, kept them from growing old—because it was the last dinner they ever ate.



of your publication campaign, poster advertising will do it.

Competition for reader interest is extremely keen in magazines and newspapers and there has never been a time when national sales campaigns so needed outdoor advertising.

People were careless then. Today pure food laws protect against danger, yet there is a timidity about eating food that is not recognized by name and reputation.

For instance, a housekeeper would hesitate about serving a sample of JONES' OATS to her family while she would have perfect confidence in QUAKER OATS because she is familiar with the name and reputation.

The public wants and believes that product best which is best known to it.

If you are introducing a new product—if you need a sustaining campaign for an old one—if you are demonstrating or distributing your goods—or if you want to greatly increase the effectiveness

of your publication campaign, poster advertising will do it.

For just as outdoor life is the order of the day, so outdoor advertising correctly done is the sure way to make the advertising dollar go furthest.

You can get the greatest results from this medium through that organization whose sole business is outdoor advertising and whose representatives contact only a limited number of accounts, thus enabling them to give personal attention and the benefits of their specialized experience to each advertiser.

Send for our portfolio of interesting information, photographs of displays, and experiences of leading outdoor advertisers.

GEORGE ENOS THROOP, Incorporated

NEW YORK

6 North Michigan Avenue
CHICAGO

DETROIT

"The oldest exclusive outdoor advertising agents in America"

GEORGE ENOS THROOP, Incorporated



Thirty-three Hints on Selling Advertising to Salesmen

These Ideas, If Adhered to, Will Tend to Get Salesmen to Work More Intelligently with an Advertising Plan

A SAFE general rule is: No matter how hard you try to make the advertising plan perfectly clear to all the salesmen, you won't.

Even the sales force that has used advertising intelligently for years must have new plans presented with great care and the old ones frequently re-explained.

There are many ways to present a plan to salesmen. The safe procedure under any method is to take nothing for granted, to make every detail clear from the salesman's point of view, and to put it all in writing.

1. The meeting should get salesmen thinking in tune with the advertising.

2. The meeting should give those in charge of the company's advertising a better picture of how to help salesmen (some of this will have been accomplished earlier, but much can be learned at the convention from proper discussion).

3. The meeting should aim to leave each salesman an abler, better-equipped representative, with a greater feeling of responsibility.

4. Avoid the "Look what we are accomplishing" kind of discussions and point thinking toward "How can we better accomplish what we are aiming at?"

5. Air all the doubts and obstacles early.

6. Get minds emptied of negatives and complaints.

7. Cover the heavy or disagreeable things early on the program.

8. Leave the pleasant and inspiring for a climax.

9. Point definitely toward positive objectives.

10. Establish that the salesman's function is to put dealers to work more effectively for the company, and as many as possible.

11. Have the chairman constantly measure the value of discussions by asking himself "Will this talk help us sell more goods?"

12. If it is necessary to discuss the product, changes in the product, extensions to the line, etc., do it at a separate meeting. Use the time set aside for the Advertising and Selling for no other purpose.

13. In advance of the meeting send salesmen a list of the subjects to be discussed, with the warning that each man should be prepared to give his views on each subject.

14. Make out a schedule allowing a reasonable amount of time for discussion of each subject and for recesses.

15. In discussions let salesmen talk first, executives last. If the manager expresses himself early, some salesman will withhold his views—and his views may be essential.

16. Avoid the anti-climax at any point in the program.

17. Leave the salesmen at a fighting pitch. If preparation for the meeting has been thorough and basic this enthusiasm will not be a mere temporary emotion.

18. Divide presentation into:

(a) The material itself—what each element aims to do.

(b) The material in use—how to get more business through—More business from present outlets.

—New outlets.

19. One successful procedure is to go through all the material with the salesmen assuming themselves to be consumers; then go through the same material with each salesman assuming himself to be a dealer in his territory.

20. Go over various objections usually raised by the dealer and give a clear explanation of how to use the advertising plan to answer each.

21. Give salesmen opportunity

Reprinted with permission from a bulletin recently issued by The Blackman Company.

Copy and Plan Man Wanted

A rapidly growing agency (a member of the 4 A's), located in the middle west, offers the man who can qualify, a most unusual opportunity with an unlimited future. This man must be an experienced writer of national advertising and have the ability to write plans. The position is permanent, surroundings congenial and the salary measured only in terms of ability.

State age—give reference and outline experience. All applications will be considered in confidence.

Address "B," Box 292,
care of Printers' Ink.

to discuss, on their feet, the use of this material in overcoming obstacles.

22. Explain in detail how the plan will be presented to dealers.

23. Explain the method to be employed in checking the efficiency of salesmen in using plan.

24. Explain everything as a well-considered dovetailed plan to make buyers active sellers, working for the company in the salesman's absence.

25. Have all material explained from standpoint of advantage to consumer.

26. Have all material explained from standpoint of advantage to dealer.

27. Have all material explained from standpoint of advantage to salesman.

28. Present a demonstration sale. This will be useless if anything that can be interpreted as a burlesque is allowed. Properly done it brings to a clear focus all the preceding discussions and explanations.

(Suggestion: Allow an older salesman who has the respect of the other salesmen to make the sale, using properly all the advertising material. If this salesman is one who might have been expected to ignore the advertising, it will be even better.)

29. Allow various heads of other departments of the business to express their opinions as to how the plan as outlined will help their department:

Illustration:

(a) Credit Department—

"If this plan is carried out as explained, I can see that it will help get a better class of dealers, and my work is going to be much easier,"—etc.

(b) Production Department—

"This plan will tend to effect a steady demand and so make our production costs lower,"—etc.

30. Have a few good dealers present. Let them talk on how the plan will help them.

31. Show how the distribution of advertising will help each salesman and how it is concentrated

Altoona People Are Chiefly Natives

Altoona may not be so cosmopolitan as some people may think. The population in 1920, according to the census enumeration, was 60331. It showed also that of that number, 55,005 were native born Americans. Recently a survey was made of the city which showed the population of the city at this time to be 68,872. Of that number, 62,458 were American born. That indicates that only a shade under 8 per cent are foreign born.

The survey shows that of the native Americans residing in this city, 59,357 were born in Pennsylvania as compared with 52,229 in 1920. Eighty-eight per cent of the residents of the city were born in Pennsylvania. This leaves a shade over 4 per cent who were born in other states. Every state is represented in Altoona with native sons, as well as the District of Columbia, except Montana and Nevada.

Those who lead in migrating from other states to Altoona are Maryland with 516; New York with 468; Ohio with 330, and Virginia with 285. A number of the sparsely settled western states just barely got under the wire, having one native son to represent them in Altoona while a few others, in addition to those named, have a fair representation. There is no way of knowing how many people in the city are natives nor how many are natives of Blair County.

The compiled figures certainly speak well for Altoona and indicate that the city, famous for the greatest railroad shops in the world, is sufficiently alluring to its own people and those from other sections of the state, to come here and remain. It must be remembered also, that children of emigrants from other countries who have taken up Altoona as their abode, born here, are classed as native born Americans, although many of them retain the use of the native tongue and customs of the old country.

Without referring to census statistics, it is certain there are a goodly number of people in Altoona who are older than the city but who have been residents of the city almost from the time it was plotted in 1849 and the erection of houses begun.

The ALTOONA MIRROR, which is the only evening newspaper in Altoona, enters the home of 95 per cent of all the residents in Altoona and Blair County. We know of no better medium, nor do we know of a newspaper in central Pennsylvania that is selling 28,000 circulation at seven cents per line. You can dominate this territory through the columns of one newspaper.

The ALTOONA MIRROR

ALTOONA, PA.

Business Direct

on the points of largest potential.
32. Show specifically how the advertising plan will help to meet each form of competition.

33. After the plan has been presented and thoroughly discussed, it may prove effective to assume that a competitor was going to have the exclusive use of this plan instead. Go through the material again, picturing the ease with which the competitive salesman could sell, the growth of dealers pushing the competitor's product with the display material, etc.

There may be a few salesmen to whom this will appeal. Some never seem to see the merits of a plan until they see it operated by a competitor, and then they tend to exaggerate its merits.

Has Dry Cleaners' Equipment Account

The Schwab Machinery & Supply Company, Toledo, Ohio, manufacturer of dry cleaners' equipment, has appointed Maurice Elgutter, advertising agent, also of Toledo, to direct its advertising. Business papers and direct mail will be used.

Newspaper Classified Advertising Men to Meet at Houston

The Association of Newspaper Classified Advertising Managers will hold its annual convention at Houston, Tex., during the week of the Associated Advertising Clubs convention in May.

A four-day program has been arranged starting on May 11 with an opening address by the president of the association, John L. Irvin. Subjects of addresses and round-table discussions include the following: "How to analyze your classified section to determine its selling features"; "How to develop and establish new classifications or strengthen weak ones"; "How and what classified advertising may be developed in the rural districts"; "Foreign Classified Advertising," and "How to develop advertising for the 'Wanted' classification."

Smaller newspaper group sessions will also be held for discussion of problems peculiar to newspapers of small circulation.

Has New York Puro Filter Account

Sherman & Lehair, Inc., New York advertising agency, is directing the advertising account of the Puro Filter Corporation of New York and not the Puro Filter Corporation, Philadelphia, as was previously reported.

The Chicago Daily Journal

announces the appointment of

STORY, BROOKS & FINLEY, Inc.

as

Publisher's Representatives in charge of National
Advertising in the East, Effective
April 1st, 1925.

New York City—Pershing Square Bldg.
Philadelphia—Colonial Trust Bldg.

W. FRANK DUNN, Publisher

It cost us

\$55,000.00

in the last 6 months of 1924 to increase our circulation from

36,605 to 46,542

We have to cull from the masses, the *one man in a thousand* who can afford to pay \$7.50 per year for a magazine devoted exclusively to finance and big business.

No matter how cleverly an advertisement is prepared, it cannot fulfill its function unless the people reading it are *financially able* to act on its suggestion.

We have spent *one million dollars* in the last ten years to glean this quality circulation, and you can "cash in" on this huge expenditure, reaching all our readers at the low cost of

\$400.00 per page

(*New rate effective with our April 25th issue.*)

Contracts received before that date can be made for the duration of one year at the present rate of \$300.00 per page. Act now!

100% BUYING POWER IN

**The MAGAZINE
of WALL STREET**

Member A. B. C.

42 BROADWAY

NEW YORK

Western Industrial Representatives

A. G. CRANE ASSOCIATES

53 W. Jackson Blvd. Chicago, Ill.

Conditions In Tulsa Have Changed—

There may have been a time when Tulsa merchants did not consider The Tulsa Tribune to be their most profitable advertising medium. But that time is not now.

There is action in Tulsa—conditions change. National advertisers in the Tulsa Territory should consider the opinions of Tulsa advertisers who know the local situation.

**In LOCAL Advertising during March
The Tribune led in Tulsa by more than**

109,000 LINES

(Including Legal Advertising)

During March The Tribune led the second paper in Tulsa in Local Advertising—exclusive of Legal by 78,330 lines.

The medium that gets results for
Local Advertisers gets results for
National Advertisers.

The net paid circulation of The Tulsa Tribune shows a net increase of 3,888 since December 31st.

Daily Paid Average for March 35,192

The Tulsa Tribune

FOREIGN REPRESENTATIVES:

STORY, BROOKS & FINLEY
New York—Philadelphia—Boston

G. LOGAN PAYNE CO.
Chicago—Detroit—St. Louis—Los Angeles

Speaking Up for Your Customers

(Continued from page 6)

The textile industry needs, not only 8,000,000 tons of soft coal yearly, but must burn it under peculiar conditions of cleanliness to prevent soiling its product, while the iron and steel industry use 100,000,000 tons of soft coal, nearly five tons being required for the ton of finished steel.

The response to such advertising is usually astonishing, when undertaken for the first time.

Be sure to have proofs struck off in advance, because people will ask for them. Of the steamship apple story, several thousand proofs were sent out, in response to requests, often from persons who wanted twenty-five, fifty or 100 to distribute in various ways. Of the New York Central's advertising for the soft coal industry, about 25,000 reprints were needed to meet the requests of people in the coal industry.

"We have been surprised at the response elicited by our advertisement of the citrus industry," writes Osborn F. Hevener, of the Bank of America. "Many requests were received for a booklet about the New York market for citrus fruits, mentioned in the advertisement, and we have found that the text matter of this booklet has been of interest not only to business men engaged in the produce trade, but to others.

"This booklet contained a good many statistics, being intended for readers in the fruit trade, but our experience indicates that one containing fewer statistics, and dealing more generally with the consuming tastes of a large city like New York, would be of genuine interest to the consuming public."

"What place is that?" asked a smoking-compartment passenger, indicating a large factory as the train moved out of an Ohio town.

"That's the Jim Jimson Corporation, one of my best customers," said another passenger who had boarded the train there. "I sell them all their gaskets and pack-



WILL HOWELL & ASSOCIATES

INCORPORATED

30 NORTH MICHIGAN AVE.
CHICAGO

ANNOUNCE
THE OPENING
OF A BRANCH OFFICE

IN

THE KEITH BUILDING
CLEVELAND, OHIO

IN CHARGE OF

HAROLD B. PALMER

WANTED

a
man

—who wants to grow—who would rather sell space (i. e., the market it represents) than do anything else—who knows how to study and how to build—a pleasant, poised sort of man—who can find his way into agencies—straight-thinking and strong-talking—about thirty years old—a man who can convince us that his services are now worth four or five thousand and soon will be worth much more.

He is advised to write about himself (in strict confidence) to "E," Box 295, Printers' Ink.

For Rent

3,000 square feet in a modern fireproof building—located at 240 W. 40th Street. 60 feet of window display, north light, exceptionally suitable for an Art Service or Typographer—low rental. See Mr. Wright, 2nd floor.

Technical Space Salesman Available

High-powered space salesman for twenty years desires to make new connection. Record efficient and clean. You may need such a man on your selling force. My work has been on engineering papers, yet I'll engage in any worthwhile field of journalism for any reputable publisher in any territory.

"J," Box 298, care of
Printers' Ink.

ings. Their stuff goes all over the world. Last year, they did \$20,000,000—and only ten years ago Jimson started here with nothing."

There was a third person in the group. Some days later this third person said to James Jimson at the club.

"Henry Henson was saying some mighty nice things about you the other day. We were on a train going past your plant, and he told a whole crowd of people in the smoker how your business had been built up, and was growing, and how you sold all over the world. I like to hear people who live here tell about our industries, and give strangers an idea about concerns like yours."

And so did Jimson, naturally—and when Henson devotes advertising space to talking about him as a good customer, with a wonderful business, the smoker's conversation is simply magnified so many thousand times; in principle it's exactly the same.

SMALL SIZE NO OBSTACLE

And there seems to be no reason why a small concern should not use such advertising to strengthen connections. Big business has used it thus far to tell the metropolitan or national public what good big customers it has in the fruit or coal business. But there's many a local concern that might utilize the idea—and undoubtedly many a concern in the technical field that would find it a good note in business-paper advertising. Your customer may be an industry, a class, a community or an individual business concern. If your pride in his importance, and your connection with him, is such that you would want to point him out of the Pullman window to a stranger, you will surely want to point him out in a bigger way in print.

Finally, the fellows who have been selling this kind of advertising to their clients say that it is one of the easiest suggestions to "get across."

There is an old story about a manufacturer of German birth who was very difficult to please

Can You Use It?

If you are the advertiser or advertising agent for a manufacturer of bottled or canned products look into the advantages of the KORK-N-SEAL closure. Do it and you will find some help for your future sales story.

KORK-N-SEAL is not found on mediocre brands. It is not a cheap closure. Its cost to manufacturer is in keeping with its manufacturing cost and combined advantages over all other closures. It has a sales story all its own which can be woven into the sales story of any high quality brand.

Its worth may be estimated by the fact that KORK-N-SEAL is used on more nationally and internationally advertised products than any other closure. The advertiser always displays KORK-N-SEAL. Why?

Williams Sealing Corporation, Decatur, Ill.



To open: merely raise the lever and push with thumb.
To reseal: replace cap on bottle and push lever down.

Williams

KORK-N-SEAL

THE BOTTLE CAP WITH THE LITTLE LEVER

Announcing
the appointment of
ELMER G. STEELE
as manager of the
DETROIT OFFICE
of the
G. LOGAN PAYNE CO.
effective April 10

Mr. Steele has been associated with Wm. Rankin and Porter Eastman Byrne Agencies in an executive capacity for the past ten years.

G. Logan Payne Company
Publishers' Representatives

Chicago
New York
Boston

Detroit
St. Louis
Los Angeles

with copy. No matter how much time was spent in preparing copy, nor how good it might actually be, he invariably had his objections.

One day a stranger took him some copy which he seemed to think decidedly above the average. As the manufacturer read, there were even signs of approval. But his face sobered as he laid down the last sheet.

"This iss not so badt," he conceded. "Yet—I haf seen all dese wordts used before!"

Too often, when advertising ideas are submitted to clients, somebody has seen all the words used before. The words may be new to the president, treasurer, chief engineer and office manager, but the first-assistant-to-the-second-vice-president has seen some of them before. Or if they are brand new words, somebody raises the objection that they may be misconstrued by the customers.

FOREARMED

The only thing to do is go out and prepare a new lot of suggestions, or follow the example of John E. Kennedy, the "reason why" man, as detailed in another story:

One morning Mr. Kennedy went over to the Armour executive offices in Chicago with proofs of a pending campaign. Ten o'clock came, eleven, twelve—but he did not return. The lunch hour passed, and the afternoon waned—still no word of him. One of his associates was dispatched to the Armour offices to find out what had happened. He found Kennedy surrounded by critical department heads, producing affidavits from other advertisers to meet each criticism as it was brought forward.

But, here, curiously, is an advertising idea that sells itself. In one agency it has been adopted almost on sight by three transportation companies, one manufacturing corporation, a mining company and a public utilities association.

Advertising plans are criticized and rejected, not only for fear customers have seen all the words

We Need Six—

four men and two women who are experienced on sales dictation and handling of salesmen and women by mail. A real opportunity for you in a rapidly growing National Organization with headquarters in a small town. Tell your entire story in your first letter and send with photograph or snapshots to

ERNEST R. CONRAD

General Sales Manager

Windswept Farms

Henderson

Jefferson County, N. Y.



PUNCHY CARTOON
DRAWN TO ORDER
[ASK FOR PROOF SHEETS
OF OUR STOCK CUTS.]

BUSINESS CARTOON SERVICE

35 South Dearborn Street CHICAGO, ILL.

If You Are a Young Man With Advertising and Printing Background

If you are a young man, unmarried, willing to travel constantly and if you have advertising and printing background we have a job for you with a satisfactory present and wide-open future.

Salary small but expenses paid on road, so it is largely net.

The job is Production Man for Employee Customer Ownership campaigns—the placing of advertising and printing and the preliminary setting up of campaigns.

The ideal man will not only know something about printing and advertising but will also have possibilities of becoming a copy writer. Ability as public speaker will help but is not required. He absolutely must be a worker and a go-getter and the possessor of a pleasing personality.

Write fully, giving age, education, training. Tell us every job you ever held and why you left. Tell us why you think you can do this job.

Don't write if you are over 35 or if you expect any fancy salary. This is an opportunity for a young man who wants a hard job—that leads to a bright future.

Customer Ownership Division
Henry L. Doherty & Co.
60 Wall Street; New York City

A. B. C.

Est. 1873

American Lumberman

CHICAGO

Reaches buyers for 10,000 lumber yards
and manufacturers of 85% of the lum-
ber manufactured in U. S. A.



Howell Cuts

for houseorgans
direct mail and
other advertising

ask for proofs
Charles E. Howell • Fifth Building • New York

before, but from the stronger motive of selfishness.

"This is beautiful language," says the skeptical client, "but how much will it increase our sales? These pictures are artistic, and will attract attention—but will they separate people from their money? That is a very clever idea—but what are we going to get out of it?"

But speaking up for his customer has something about it that, right at the start, strikes the advertiser as good business. Compared with strong sales copy, there is practically no direct return to him. Measured in money, the advertising space is practically a gift to some other concern. Yet nine times in ten the idea is approved and carried out, because the returns, though indirect, are the surest and solidest in all business—strengthening connections and increasing good-will.

Toch Brothers Appoint Hazard Agency

Toch Brothers, Inc., New York, manufacturer of R.I.W. technical paints and varnishes, and water-proofing compounds, has placed its advertising account with the Hazard Advertising Corporation, also of New York.

J. K. Boyd Joins "Queen's Work"

James K. Boyd, formerly advertising manager of *Extension Magazine*, has been appointed advertising manager of *Queen's Work*, St. Louis. His headquarters will be in Chicago.

G. J. O'Gara with "The Olympian"

Gerald J. O'Gara has been appointed business manager of *The Olympian*, San Francisco, succeeding Charles J. Fee, resigned.

Joins Campbell-Ewald Agency

Paul Siedenstricker, who has been in business for himself for the last five years, has joined the art directors staff of the Campbell-Ewald Company, Detroit advertising agency.

Pet Milk Profits

The Pet Milk Company, St. Louis, reports net profits of \$907,105, for the year ended December 31, 1924, after Federal taxes and all expenses. This compares with \$1,096,679 in 1923.

THE SPRINGFIELD MASSACHUSETTS UNION

Is again far in the LEAD!

The advertising lineage totals for 1924
are again a reflection of the
dominancy of the Union

	Union (1924)	Republican-News
Local	8,802,063 lines	7,100,601 lines
National	3,405,644 lines	2,284,084 lines
Classified	3,911,844 lines	2,729,604 lines
TOTAL.....	16,119,551 lines	12,114,290 lines

This same lead is maintained in all
important classifications

NATIONAL REPRESENTATIVES

PRUDDEN, KING & PRUDDEN, Inc.

370 Madison Avenue
New York

Globe Building
Boston

Steger Building
Chicago

507 Montgomery St.
San Francisco, California

514 Leary Building
Seattle, Washington

San Fernando Building
Los Angeles, California

PRINTERS' INK

Registered U. S. Patent Office

A JOURNAL FOR ADVERTISERS

Founded 1888 by George P. Rowell

PRINTERS' INK PUBLISHING CO., INC.
Publishers.

OFFICE: 185 MADISON AVENUE, NEW YORK CITY. TELEPHONE: ASHLAND 6500. President and Secretary, J. I. ROMER. Vice-President, R. W. LAWRENCE. Treasurer, DAVID MARCUS. Sales Manager, DOUGLAS TAYLOR

Chicago Office: Illinois Merchants Bank Building, GOVE COMPTON, Manager.

Atlanta Office: 704 Walton Building. GEO. M. KOHN, Manager.

St. Louis Office: Syndicate Trust Building. A. D. MCKINNEY, Manager.

San Francisco Office: 564 Market Street. M. C. MOGENSEN, Manager.

Canadian Office: Lumsden Bldg., Toronto. H. M. TANDY, Manager.

London Office: 40-43 Norfolk Street, Strand, W. C. 2, C. P. RUSSELL, Manager.

Issued Thursdays. Three dollars a year, \$1.50 for six months. Ten cents a copy. Foreign Postage, \$2.00 per year; Canadian, \$1.00.

Advertising rates: Page, \$120; half page, \$60; quarter page, \$30; one inch, minimum \$9.10; Classified 65 cents a line, Minimum order \$3.25.

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ROBERT W. PALMER, Managing Editor
JOHN ALLEN MURPHY, Associate Editor
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James H. Collins, Special Contributor
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Chicago: G. A. Nichols
D. M. Hubbard
Russell H. Barker

Washington: James True
London: Thomas Russell

NEW YORK, APRIL 9, 1925

Research Turns Surmises Into Facts

We asked the research manager of an advertising agency the other day if it were not true that an extensive research often does no more than to confirm a fact which the advertiser had always suspected.

He replied: "That is not a criticism of research. It is a strong endorsement of it. If an investigation makes certain of that which had only been a suspicion, it justifies itself even though it accomplishes nothing else. There are many things about a business which we believe to be true, but about which we are not certain. Research makes us certain. Vague surmises are of no value to a

business. It is only known facts that count."

Perhaps that is not a new angle on research, but it is at least a phase of the subject that is not often emphasized. Even though a manufacturer may be sure of some truth about his product, research will often throw new light on that fact. It will give him new arguments for it. It will give him a wealth of fresh incidents to draw on in writing advertising and sales copy.

The National Lead Company, for instance, knew in a general sort of way that some of its dealers were getting extraordinary results in selling Dutch Boy goods. Every manufacturer knows that some of his dealers are more successful than others, but just why this is true he may not be able to say. When the National Lead Company began to investigate the matter, however, it was able to collect facts and figures which clearly demonstrate why some distributors are more successful than the average. The facts have given the lead company a wonderfully effective series of business-paper advertisements. Several other manufacturers, such as the Cannon Mills, have been running trade copy of the same sort. Undoubtedly the data for all these campaigns were obtained through investigation.

An article in PRINTERS' INK of March 26 told how Gilbert J. Easton, Inc., maker of Easton's mayonnaise, is using a complexion appeal in its current advertising copy. Here is a splendid idea that has been lying dormant for many years, waiting for someone to use. Everyone is familiar with the fact that green foods, such as fruits, vegetables and salads are good for the health and therefore for the complexion. We also know that salads require salad dressing. Putting the two facts together gave an advertiser a new talking point. That is the sort of facts that research is constantly unearthing.

In the same issue of PRINTERS' INK another article gave the surprising information that the Polar

Wave Ice & Fuel Co., of St. Louis, found out that only a little more than a third of the families in the city use ice at any time. In other cities an investigation revealed that a big percentage of the population are not ice customers. It is generally known, of course, that every family does not take ice, but no one ever supposed that such a large number of families living in this luxurious age could get along without such an elemental necessity as ice.

Here again research made definitely known what was only partly suspected before.

When Management Hits the Road

Many factors of apparently minor importance exercise great influence on the growth of a business. It is an exception when success can be built on one appeal such as low price, or an exclusive process. If there is any single factor which makes for steady progress it is well-trained and loyal salesmen.

Recently, the National Cash Register Company sent several hundred of its salesmen on a four-week trip to the Pacific Coast. It was the company's reward to them for reaching their quotas in 1924, and it cost the company somewhere around a quarter of a million dollars, according to one of the executives.

While these men were away, the other salesmen did not commiserate at their misfortune in being left at home on the job. Neither did they mark time or loaf. Instead they sped up their selling, made more calls, hit the ball just a little harder with the result that company sales for the four weeks when 400 of the force were not producing increased 33 per cent.

How does the National Cash Register Company promote such spirit? One influence so marked that it cannot be ignored is the willingness of the company's executives to get out into the sales field and learn for themselves what is going on there. That is good for the executives. As for the sales force, it benefits collec-

tively and individually from contact with the company heads.

A trip by a company executive will frequently result in giving many a salesman a new feeling of being in closer touch with headquarters and a better realization of what headquarters wants from him. If loyalty and better performance spring from anything, certainly it is from knowing what the men at the top expect and from knowing too that the men at the top are willing to step down once in a while to rub elbows with their subordinates on the firing line. The habit of having the executives of a business spend a generous amount of time in the field is one of the little things so easy to overlook that the company keen enough to set a proper value on it will make it pay big returns.

Building Sound Advertising

A man who was studying a list of America's largest advertisers, remarked upon the sort of copy most of them have used. He pointed out that the concerns which have not put red paint on the end of their noses, or turned hand-springs in public to attract attention, but have plugged away in a safe and sane manner, carrying on their advertising as they do their business in general, are the companies that have been able to pyramid their early advertising expenditures.

It is interesting to note how surely the consistent, dignified advertiser gradually creeps up and passes his competitor who believes in quick jumps of spasmodic cleverness followed by no advertising at all. The whole matter of copy, it would seem, is a matter of avoiding two extremes. In carrying over to the buying mind of the public the personality back of the copy, the two extremes of deadly dullness and mere cleverness must be avoided in favor of the middle ground of forcefulness tied up with sincerity.

Closer co-operation between the advertiser and the copy writer, to win a favorable verdict for the

goods in the court of public opinion, will produce more of the copy which is interesting without being "jazzy" or dull. Sound copy builds sound business. More often than in the past, the man who pays the bill is withholding the blue pencil from copy which steers a safe course between dull mediocrity and clever persiflage.

Hopeful Signs of Hard Times for Press Agents There is only one person on the face of the earth who can block the press agent. That person is the publisher. The only reason why a press agent can thrive is because he can sell space that he filches from a publisher right under his nose. If the press agent couldn't steal that space, he would have to shut up his little bag of tricks and find himself a respectable and self-respecting calling in life.

This is a simple statement of a simple way to rid the country of the insidious press agent. The trouble with it is that it is too simple.

One publisher of a large metropolitan daily understands the idea and puts it into operation effectively. "If they ask you to print it, then it is advertising." That is his order to his staff. And that order is fulfilled to the sorrow, disgust and financial loss of the press agent.

Another publisher, knowing that the remedy is in his hands, uses it by returning to press agents their belabored effusions with a printed slip that reads:

"There are four reasons why a paper should not give free reading matter to its advertisers:

"(1) Because the printing of advertising matter as news is a betrayal of trust to its readers;

"(2) Because all advertising patrons should be treated alike;

"(3) Because no one can sell a thing which they are at the same time giving away;

"(4) Because if an advertiser can be induced to use newspaper space only by large concessions then that newspaper is too weak as an advertising medium to en-

gage the respectful consideration of advertisers."

After giving these four reasons the following explanation is set forth:

"On the other hand, if a newspaper is to have friends and really furnish the community news, it must give away columns of the very best advertising in every issue. The paper is out of touch with its field if it does not mention that the town decorator has done an especially good piece of work on some new building, or that there was a large number of farmers in town last week on account of the top price the stock-buyer was paying for hogs.

"Where, then, are we to draw the line? A story is news or advertising according to its source and intent. If submitted by the advertiser with the hope that it will be profitable to him, it is advertising. If prepared by the paper because of its news value, then it is news. In other words, the publisher must not permit the advertiser to decide for him what is entitled to publication as news.

"The effect of running free for one man what another is charged for, or of running free at one time what is charged for at another, is obviously disastrous."

Surely these are hopeful signs that publishers are grasping the simple idea that the only way to kill the press agent is to prevent him from stealing their space.

Western Lumber Manufacturers Advertise Trade Name

The Western Pine Manufacturers Association, Portland, Oreg., has started a two-year advertising campaign on Ponderosa pine, which is manufactured by its members. Its box bureau has conducted a campaign for the last three years on Westpine box shooks and crating but this is the first advertising of lumber done by the association. N. L. Cary, of the association, informs PRINTERS' INK.

The lumber manufactured by members of the association has not heretofore been marketed under one name and trade-mark. The current advertising of the association is endeavoring to establish both of these in the minds of home builders, architects, contractors and builders, lumber dealers and remanufacturers of lumber. Page space in publications reaching these markets is being used. A booklet on Ponderosa pine has been prepared for consumer reading.

Newell-Emmett Company

Incorporated

Advertising • Merchandising Counsel

120 WEST THIRTY-SECOND STREET

New York

AN ADVERTISING
AGENCY FOUNDED
ON THE IDEA OF
RENDERING SUPER-
LATIVE SERVICE TO
A SMALL NUMBER
OF ADVERTISERS

CLIENTS

Liggett & Myers Tobacco Co.

Johns-Manville Incorporated

Western Electric Co.

American Chicle Company

The T. A. Snider Preserve Co.

Loose-Wiles Biscuit Co.

"NOT HOW MUCH, BUT HOW WELL"

Effective Coverage of National Advertisers

a holiday's Apollo day

The Top o' the Evenin'!

A TEMPERATE description of the finishing touch that a box of Apollo Chocolates gives to a holiday night's entertainment. For the 117 pieces of Apollo are dipped by hand into the surest blend of rich chocolate you ever tasted—a blend by the way, which we borrow from the very cocoa-bean itself. In charming boxes, Apollo goes swiftly to a good store near you—it's always astonishingly fresh. Top off the evening with it, when you see the little star-rock sign on a window.

\$1 \$1.25 \$1.50 \$1.75

Wholesale Chocolates are made by
F. H. ROBERTS COMPANY
167 Cedar Street, Boston, Mass.

a holiday's Apollo day
the 17th
Apollo CHOCOLATES

The advertising of
Apollo Chocolates is han-
dled by Barton, Durstine &
Osborn, Inc.

F. H. Roberts Company executives who
are readers of *Printers' Ink* and
Printers' Ink Monthly

NAME	TITLE	WEEKLY	MONTHLY
W. H. Cole	<i>President</i>	Yes	Yes
W. S. Cox	<i>Vice-President</i>	"	"
S. P. Hadley	<i>Credit Manager</i>	"	"
H. M. Dunton	<i>Advertising Manager</i>	"	"
W. C. Bawden	<i>Asst. Adver. Manager</i>	"	"

PRINTERS' INK WEEKLY

20,561 net paid circulation

***"We like your publications
and we also use them"***

GEO. E. KEITH COMPANY

CAMPELLO, MASSACHUSETTS

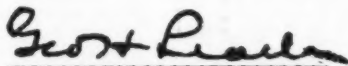
"PRINTERS' INK is read by E. A. Burrell, Sales Manager, and several of his assistants; W. T. Card, Advertising Manager, and his assistants; L. E. Beaudry, Credit Manager, and his assistants; J. P. Keith, Office Manager; Davis M. DeBard, Statistician; A. J. Chase, Wholesale Manager; G. E. Russell, Printing Department; by writer in charge of distribution generally; and by enough others to make a total of twenty-seven.

"We have two copies, and when I find that twenty-seven read them it looks as though we owe you money.

"PRINTERS' INK MONTHLY is read by pretty nearly the same list, our Librarian states.

"We like your publications, and we also use them."

GEO. E. KEITH COMPANY,



Vice President.

PRINTERS' INK MONTHLY

16,113 net paid circulation

Advertising Club News

Advertising Vision Defined

"With our ever-increasing production, the big problem of business and of advertising is increased consumption," Marco Morrow, assistant publisher of The Capper Publications, Topeka, Kans.,



MARCO MORROW

told members of the Des Moines, Iowa, Advertising Club last week.

"Advertisers," he said, "must extend their markets; the retailer who is successful today is the man who is drawing trade from a little radius. The national advertiser who is successful tomorrow before noon, is the man who has the vision to see the possi-

bilities in the territory just outside Des Moines and Topeka and Omaha and Sioux City—the trade that awaits him in rural America, where half the American people live and where the bulk of America's real wealth is created. The big job of advertising in 1925, in 1926 and for the next ten years is to sell this market.

"Advertising came into being not as an invention of the devil as some do vainly imagine, nor as the discovery of a super-genius, as others vainly boast, but as a natural, inevitable step in the evolution of our industrial system. Advertising is the legitimate child of necessity; sired by enterprise out of business science.

"To change the figure, it is a cog wheel in the business machine which keeps open the channel of distribution; which keeps the product moving; which prevents a clog and a dam with an inevitable resultant stagnation and ruin. And the paradoxical thing about it all, is that advertising must do this—and does it—without cost to the producer; the distributor or the consumer. The normal profit from the increased volume of business transacted is greater than the cost of the advertising plus whatever increase in overhead arises from the increased volume."

Will Broadcast Outline of Truth-in-Advertising Work

The structure and purposes of the Truth-in-Advertising movement, as embodied in the National Vigilance Committee of the Associated Advertising Clubs of the World and affiliated Better Business Bureaus, will be described over the radio from Station KDKA, Pittsburgh, on April 14, at 8:30 P. M. by William F. Green, associated director of the National Vigilance Committee. This address, entitled: "A Dollar Value for a Dollar Spent," will conclude the series on "Advertising Advertising" broadcast under the auspices of the Advertising Club of Pittsburgh.

Galveston Plans to House Convention Guests

Believing that Houston, Tex., will be unable adequately to house all the visiting delegates at the convention of the Associated Advertising Clubs in May, the Galveston Advertising Club has extended an invitation to Dallas, Fort Worth and San Antonio delegates to make Galveston their headquarters.

It has been stated that the delegations from these cities would sleep in their Pullman private trains. Feeling that this might jeopardize the State's reputation for hospitality the Galveston Advertising Club will extend additional invitations up to 400 in number. The Hotel Galvez has been selected as the headquarters for out-of-town visitors and negotiations have been opened with railroad and interurban officials to obtain commutation rates between Houston and Galveston.

Poor Richard Club Holds Ceremony at New Home

The Poor Richard Club of Philadelphia celebrated the beginning of the alteration work on its new club house on March 27. A luncheon at the old club house was attended by 300 members, who marched over to their new home in a body. Jarvis A. Wood, president, removed the first brick, using the hammer and chisel employed in 1915 when the old club house was doubled in size. Robert H. Durbin, president during 1915-1916, assisted in the ceremony. Howard C. Story, chairman of the expansion committee, said that it would take 110 days to complete the alterations.

Heads Cleveland Better Business Commission

D. C. Wills, chairman of the board of the Federal Reserve Regional Bank at Cleveland, has been elected president of the Better Business Commission of that city for 1925-26.

Henry C. Osborn has been elected vice-president; William Tonks, treasurer; Dale Brown, secretary-manager; and James L. Lind, counsel. Directors elected were: S. H. Halle, Earle Martin, Maynard M. Murch, C. E. Sullivan, Charles W. Mears, Frank M. Strock and S. A. Weisenburger.

Grand Rapids Club Elections

Fred H. Oltman, assistant cashier and advertising manager of the Grand Rapids Savings Bank, has been elected vice-president of the Grand Rapids, Mich., Advertising Club. Jacob De Jager, of the Newspaper Engraving Company, has been elected secretary, and Dewey Blocksma, general manager of the Breen & Halladay Coal & Fuel Company, has been elected treasurer. The election of Harold J. Bale as president was previously reported.

Coolidge Elected Honorary Member of New York Club

President Calvin Coolidge and the Prince of Wales have been elected honorary members of the Advertising Club of New York. Their election took place at a special business meeting of the club which was held last week.

Frank Presbrey, vice-president of the club, proposed President Coolidge for honorary membership and the nomination was seconded by Gilbert T. Hodges. The Prince of Wales was proposed by

Another important event in the activities of the New York club last week was a speech by Carl C. Magee, editor of the Albuquerque *New Mexico State Tribune*. The speaker urged advertising men to assist in the work of selling America to Americans so that American ideals and concepts will have a universal appeal.

Florida Clubs Plan Record Delegation

The advertising clubs of Florida are making every effort to send a record delegation to the Houston convention. A get-together meeting of those active in signing up delegates will be held at Orlando on April 20. This meeting will be attended by about 125 representatives of Florida clubs.

It also is expected that, by the time of the Houston convention, May 9, there will be at least twelve clubs formed in Florida, which will be enough to form a separate district in the State.

Hold Graduation Exercises

The exercises of the first class graduated from the Charles Morris Price School of Advertising and Journalism of the Poor Richard Club, Philadelphia, were held at the clubhouse on March 24. There were forty-four graduates, men and women. The first diploma bearing the school's seal was conferred, *honoris causa*, on Michael Geary Price, who gave in memory of his son the endowment fund which makes possible the work of the school.

Elected Vice-President of Des Moines Club

Roy Heartman, vice-president last year of the Des Moines, Iowa, Advertising Club, has been elected acting vice-president, succeeding R. H. Kreider who has moved to Chicago.

New President of St. Paul Town Criers

Clyde S. Yarnell, Jr., has resigned as president of the Town Criers Club, St. Paul, Minn. He is succeeded by Charles F. Baker, vice-president.

Joins Boston Better Business Commission

Edward W. Gallagher, formerly secretary of the New England Retail Clothiers Association, has joined the staff of the Boston Better Business Commission.



HOME OF THE NEW YORK ADVERTISING CLUB

Harry Tipper and seconded by Francis H. Sisson.

Honorary membership also was conferred upon C. Harold Vernon, president of the Thirty Club, London, and chairman of the Fourteenth District of the Associated Advertising Clubs of the World, who was chairman of the London advertising convention; John Cheshire, former president of the Thirty Club; Senator Paul Dupuy, publisher of *Le Petit Parisien*, Paris, and Marcel Knecht, publisher of *Le Matin*, Paris.

The club also voted to change the date of its annual meeting so that this would not conflict with the advertising convention to be held in Houston. The annual meeting this year will be held on May 26.

It also was unanimously agreed that the club should support Charles King Woodbridge as a candidate for the presidency of the Associated Clubs at the Houston convention. Mr. Woodbridge, who is president of the Dictaphone Corporation, was nominated by Harry Tipper.

Remember Those Monstrosities of the Early Nineties?



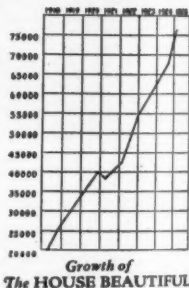
What terrific atrocities they were with their gingerbread porches, bulging-forehead gables and bleak, gaunt windows. That was before a "living" room was known — but oh, you stiff parlor and stuffed sitting room, divided by sliding doors that wouldn't slide!

It was at this period, 1896 to be exact, that *The House Beautiful* came on the scene and began pointing the way to better things in homes of the great middle class. Stressing the simple charm and beauty of the dignified Colonial and other attractive types, it soon gripped the imagination of its readers and developed a loyal following which has steadily grown and expanded as the magazine itself developed ways in which greater comfort and beauty could be had in modern living.

Today *The House Beautiful* is friend and counselor to more than 75,000 families, welcomed on its regular monthly visits not only by the mistress of the house looking for new ideas in decoration or garden planning, but, too, by the owner himself, interested in new angles to building, equipment, plan and arrangement.

Editorially *The House Beautiful* includes the entire house, its environs and all that go with them. Its twelve yearly issues cover every subject of seasonal interest as related to daily living and afford a liberal education in how to live well without excessive cost.

Here then is a medium and market place for the wares of every manufacturer and advertiser of building materials, decoration, furnishings and household utilities. Here is advertising space priced on the basis of a net paid, rebate-backed, guaranteed circulation of 70,000 (A.B.C. figures), yet giving an actual excess circulation. May we send you sample copy, rates and full particulars?



The HOUSE BEAUTIFUL

8 ARLINGTON STREET

BOSTON, MASSACHUSETTS

APRIL MAGAZINES

VOLUME OF ADVERTISING IN
MONTHLY MAGAZINES

(Exclusive of publishers' own advertising)

Standard Size		Pages	Lines
World's Work	110	24,743	
Atlantic Monthly	108	24,303	
Review of Reviews.....	105	23,587	
Harper's	88	19,926	
Scribner's	78	17,480	
Current Opinion	38	8,692	
Century	37	8,288	
St. Nicholas	25	5,600	
Street & Smith Comb... ..	23	5,264	
Bookman	23	5,256	
Munsey's	20	4,662	
Everybody's	20	4,648	
Wide World	19	4,268	
Blue Book	15	3,448	

Flat Size

	Columns	Lines
American	359	51,402
Cosmopolitan	281	40,228
Red Book	205	29,461
Physical Culture	191	27,402
True Romances	184	26,425
Photoplay	179	25,733
True Story	150	21,506
Macfadden Fiction-Lover's ..	128	18,446
Secrets	125	17,592
Sunset	120	17,302
Motion Picture Magazine ..	116	16,529
American Boy	91	15,470
Smart Set	107	15,395
Elks Magazine	98	14,896
Boys' Life	79	13,511
Asia	93	13,466
Success	83	11,869
True Confessions	72	10,334
Film Fun	51	7,386
Picture Play	51	7,288

WOMEN'S MAGAZINES

	Columns	Lines
Vogue (2 issues).....	820	129,628
Ladies' Home Journal... ..	586	99,637
Harper's Bazar	550	92,498
Good Housekeeping	578	82,713
Woman's Home Comp.. ..	390	66,306
Pictorial Review	268	45,635
McCall's	223	37,917
Delineator	202	34,414
Designer	182	30,979
Holland's	148	28,041
Modern Priscilla	134	22,780
Woman's World	133	22,659

FORBES Influence
on the Industrial
Executive

IN every "Big Business"—industrial, public utility or railroad, a KEY man must be reached. Many times he is a layman on engineering subjects. He is interested on what can be accomplished rather than how it is done.

The editorial appeal in FORBES is analogous to the story many industrial advertisers tell these executives of "Big Business"—executives difficult to reach personally but who must be sold. Often these men take the initiative on problems of plant betterment.

FORBES influence in shaping policies of the INDUSTRIAL EXECUTIVE is admitted; its power and prestige are universally known. To effect a still greater and more intensive coverage, the INDUSTRIAL advertiser is invited to investigate our supplementary service through the:—

FORBES BULLETIN

Modern Machines and Methods
To Cut Costs

This monthly Bulletin reaches 5000 Presidents of the largest INDUSTRIAL, PUBLIC UTILITY and RAILROAD COMPANIES, and carries a distinctive educational appeal to the KEY men of "Big Business." Current INDUSTRIAL ADVERTISING in FORBES MAGAZINE is reproduced in the Bulletin without additional charge.

Full information on this plus service
can be obtained by writing

FORBES

Members of A. B. C.

WALTER DREY, Vice-President
120 Fifth Avenue, New York

Western Manager
H. S. IRVING
Peoples Gas Bldg., Chicago
Financial Advertising Mgr.
EDWIN V. DANNENBERG
120 Fifth Ave., New York
Industrial Advertising Mgr.
RAYMOND A. HOLME
120 Fifth Ave., New York
New England Representative
Burlingame & Barnes
Little Building, Boston

One Paper Coverage in Connecticut's Largest City.

NEW HAVEN REGISTER

Overwhelmingly First.

More than 43,000 people
buy the Register every night.

CIRCULATION more than
DOUBLE that of any other
New Haven paper, and
steadily growing.

Enormous Lead in Advertising!

Total Adv. Lineage 1924
11,942,368 lines

Leading nearest competitor
4,757,003 lines.

Register carried nearly 30%
more National Adv. in 1924
than all other New Haven
papers combined.

New Haven Register

The Julius Mathews Special Agency
Boston—New York—Detroit—Chicago

	Columns	Lines
Farmer's Wife	94	18,428
People's Home Journal..	100	17,000
People's Pop. Monthly..	64	12,246
Needlecraft	65	11,050
Fashionable Dress	60	10,308
Mother's-Home Life....	56	9,882
Child Life	44	6,390
Mess. of Sac. Heart (pg)	19	4,452

GENERAL AND CLASS

	Columns	Lines
Town & Country (2 is.)	579	97,389
House & Garden	612	96,832
Country Life	527	88,547
House Beautiful	384	60,686
Vanity Fair	326	51,624
Radio News	298	43,881
Popular Mechanics (pg)	167	37,520
Garden Mag. & Home Bldr.	214	33,073
Arts & Decoration.....	193	32,424
System	226	32,356
Field & Stream	217	31,031
Popular Science Mo....	213	30,573
Normal Instructor	149	25,485
Nation's Business	172	25,364
Popular Radio (pg)....	92	20,771
Radio Broadcast (pg)...	89	20,006
Outdoor Recreation	132	18,919
International Studio....	121	17,201
Outdoor Life	117	16,806
Scientific American	93	15,823
Radio	103	15,246
World Traveler	89	14,101
Theatre	88	14,010
Business	97	13,842
Science & Invention....	90	13,276
National Sportsman ...	63	10,795
Radio Age	65	9,121
Extension Magazine ...	43	7,492
The Rotarian	50	7,150
Forest & Stream	40	5,801
Association Men	40	5,717

CANADIAN MAGAZINES

	Columns	Lines
Maclean's (2 Mar. is.)..	320	56,100
Canadian Home Journal	187	32,800
West. Home Mo. (Mar.)	148	26,758
Rod & Gun in Canada..	69	9,922

MARCH WEEKLIES

	Columns	Lines
March 1-7		
Saturday Evening Post	551	93,761
Literary Digest	136	20,685
Forbes	88	13,486
American Weekly	41	11,294
Collier's	56	9,618
Argosy-All-Story (pg)	27	6,230
Radio Digest	32	6,122
Christian Herald	35	6,024

	Columns	Lines
Life	34	4,868
Outlook	30	4,331
American Legion Wk.	28	4,058
The Nation	23	3,315
Youth's Companion ..	19	3,230
Churchman	16	2,385
New Republic	10	1,495

March 8-14

	Columns	Lines
Saturday Evening Post	532	90,577
Literary Digest	134	20,419
American Weekly	46	12,745
Collier's	71	12,119
Christian Herald	36	6,197
Life	42	6,085
Outlook	41	5,956
Radio Digest	32	5,930
American Legion Wk.	21	3,069
The Nation	21	2,940
Youth's Companion ..	17	2,914
Argosy-All-Story (pg.).	12	2,738
Churchman	18	2,613
New Republic	13	1,936

March 15-22

	Columns	Lines
Saturday Evening Post	468	79,698
Literary Digest	118	18,050
Collier's	67	11,451
Forbes	62	9,671
American Weekly ...	33	9,188
Christian Herald	35	6,012
Outlook	38	5,437
Radio Digest	29	5,373
Life	28	4,139
American Legion Wk.	21	3,091
The Nation	19	2,730
Argosy-All-Story (pg)	8	1,989
Churchman	14	1,980
Youth's Companion ..	11	1,969
New Republic	10	1,495

March 23-26

	Columns	Lines
Saturday Evening Post	496	84,322
Literary Digest	122	18,548
Collier's	58	9,883
Outlook	46	6,592
American Weekly ...	21	5,890
Radio Digest	22	4,212
Life	28	4,113
Christian Herald ...	23	4,028
Youth's Companion ..	22	3,790
New Republic	20	2,940
American Legion Wk.	17	2,527
Argosy-All-Story (pg.).	9	2,173
The Nation	15	2,100
Churchman	14	2,012

March 29-31

	Columns	Lines
American Weekly ...	39	10,857

Totals for March	Columns	Lines
Saturday Evening Post	2,147	348,358
Literary Digest	511	77,702
American Weekly ...	182	49,974
Collier's	253	43,071
Forbes	152	23,157
Outlook	156	22,316
Christian Herald ...	130	22,261
Radio Digest	115	21,637
Life	134	19,205
Argosy-All-Story (pg.).	58	13,130
American Legion Wk	89	12,745
Youth's Companion ..	70	11,901
The Nation	79	11,085
Churchman	64	8,990
New Republic	55	7,866

RECAPITULATION OF ADVERTISING IN MONTHLY CLASSIFICATIONS

	Columns	Lines
1. Vogue (2 issues)....	820	129,628
2. Ladies' Home Journal	586	99,637
3. Town & Cntry (2 is)	579	97,389
4. House & Garden ...	612	96,832
5. Harper's Bazar ...	550	92,498
6. Country Life	527	88,547
7. Good Housekeeping...	578	82,713
8. Woman's Home Com.	390	66,306
9. House Beautiful	384	60,686
10. Maclean's (2 Mar. is.)	320	56,100
11. Vanity Fair	326	51,624
12. American'	359	51,402
13. Pictorial Review ..	268	45,635
14. Radio News	298	43,881
15. Cosmopolitan	281	40,228
16. McCall's	223	37,917
17. Pop. Mechanics (pg.).	167	37,520
18. Delineator	202	34,414
19. Gard. Mag. & Home Bldr.	214	33,073
20. Canadian Home Jour	187	32,800
21. Arts & Decoration...	193	32,424
22. System	226	32,356
23. Field & Stream ...	217	31,031
24. Designer	182	30,979
25. Popular Science Month	213	30,573

New Accounts for Millis Advertising Company

The Tri-State Baking Company, Indianapolis, and the Bredehoft Dairy Company, Danville, Ill., have placed their advertising accounts with the Millis Advertising Company, Indianapolis. Newspapers and outdoor advertising will be used for both accounts.

The American Rose & Plant Company, Springfield, Ohio, and the Indiana Dahlia Farms, New Albany, Ind., have also placed their advertising accounts with this agency.

Everything in Pictures

Science and Invention

**Gains 24,644
Lines of Paid
Advertising in
One Year**

**1923
181,930
LINES OF ADVERTISING**

**1924
207,574
LINES OF ADVERTISING**

Advertisers are now receiving greater and heavier returns since the editorial policy of Science and Invention has been changed to the modern way of presenting news —IN PICTURES.

This novel policy has steadily increased circulation yet the old low advertising rate is still in effect.

Write for rate card or ask your advertising agent.

Experimenter Publishing Co., Inc., 53 Park Place, N. Y.

Publishers of Radio News, Science and Invention, The Experimenter, Motor Camper & Tourist
Western Representatives FINUCAN & McCLUPE 720 Cass Street, Chicago, Illinois
Kansas City Representatives GEORGE F. DILLON Republic Bldg., Kansas City, Mo.
Pacific Coast Representatives A. J. NORRIS HILL CO. Hearst Building, San Francisco

FOUR-YEAR RECORD OF APRIL ADVERTISING

GENERAL MAGAZINES

	1925	1924	1923	1922	Totals
American	51,402	55,336	52,332	36,054	195,124
Maclean's (2 Mar. issues)...	56,100	45,500	45,175	33,612	180,387
Red Book	29,401	32,039	32,438	29,086	122,964
†Cosmopolitan	40,228	31,749	28,519	21,508	122,004
Physical Culture	27,402	26,890	31,733	30,983	117,008
Review of Reviews	23,587	26,775	31,216	28,688	110,266
World's Work	24,743	27,776	27,776	24,603	104,898
Atlantic Monthly	24,303	28,362	27,463	24,394	104,522
Photoplay	25,733	24,525	21,820	19,950	92,028
Harper's	19,926	20,593	25,229	21,312	87,060
Scribner's	17,480	17,238	21,784	16,128	72,630
American Boy	*15,470	21,370	18,872	14,793	70,505
Sunset	17,302	18,870	16,846	13,790	66,808
Motion Picture Magazine...	16,529	18,687	16,456	14,349	66,021
Success	11,869	12,850	16,011	12,120	52,850
†Macfadden Fiction-Lover's...	18,446	9,045	13,407	11,434	52,332
Century	8,288	11,200	16,716	11,858	48,062
Boys' Life	13,511	12,722	9,516	11,096	46,845
Current Opinion	8,692	12,312	14,524	7,417	42,945
St Nicholas	5,600	6,328	7,937	8,540	28,405
Everybody's	4,648	6,500	4,189	3,058	18,395
Munsey's	4,662	6,370	4,298	2,898	18,228
	465,322	473,037	484,257	397,671	1,820,287

*New Size. †Hearst's International Combined with Cosmopolitan.

†Formerly Metropolitan.

WOMEN'S MAGAZINES

Vogue (2 issues).....	129,628	119,944	108,495	88,775	446,842
Ladies' Home Journal	99,637	102,904	94,996	79,954	377,491
Harper's Bazar	92,498	85,691	80,452	60,185	318,826
Good Housekeeping	82,713	78,698	71,035	50,686	283,132
Woman's Home Companion	66,306	60,700	51,002	39,550	217,558
Pictorial Review	*45,635	64,300	55,600	32,768	198,303
McCall's	*37,917	*44,329	41,708	24,962	148,916
Delineator	34,414	37,773	29,682	28,598	130,467
†Designer & Woman's Mag	30,979	32,894	24,948	23,513	112,334
Modern Priscilla	22,780	24,140	21,544	20,860	89,324
Woman's World	22,659	18,255	18,021	14,239	73,174
People's Home Journal....	17,000	19,550	17,810	13,000	67,360
People's Popular Monthly..	12,246	14,250	13,979	11,015	51,490
Needlecraft	11,050	12,835	10,455	10,923	45,263
Mother's-Home Life	*9,882	*8,395	*8,174	3,965	30,416
	715,344	724,658	647,901	502,993	2,590,896

*New Size. †Two magazines combined.

CLASS MAGAZINES

Town & Country (2 issues)	97,389	88,517	80,285	63,339	329,530
House & Garden	96,832	93,020	73,573	62,464	325,889
Country Life	§88,547	58,629	53,424	48,856	249,456
Vanity Fair	51,624	46,490	41,819	38,502	178,435
House Beautiful	§60,686	44,339	36,346	29,102	170,473
Popular Mechanics	37,520	38,136	33,600	34,888	144,144
System	32,356	35,862	31,853	29,438	129,509
Field & Stream	31,031	30,529	31,919	25,682	119,161
Arts & Decoration	32,424	23,236	30,202	30,138	116,000
Popular Science Monthly..	*30,573	*31,196	25,371	18,612	105,752
Nation's Business	25,364	26,385	23,938	13,533	89,220
Outdoor Recreation	18,919	24,151	25,132	17,683	85,885
Science & Invention	13,276	19,597	17,981	20,342	71,196
Outdoor Life	16,806	18,307	17,178	15,489	67,780
Theatre	14,010	15,475	19,406	13,746	62,637
National Sportsman	10,795	15,637	19,492	15,562	61,486
Scientific American	15,823	19,886	12,999	7,944	56,552
Forest & Stream	5,801	12,408	14,282	10,753	43,244
	679,776	641,800	588,800	496,073	2,406,449

*New Size. †Changed to four column page.

WEEKLIES (Four March Issues)

Saturday Evening Post ...	348,358	§364,418	§334,987	205,661	1,253,424
Literary Digest	77,702	§85,872	§90,985	64,292	318,851
American Weekly	§49,974	§82,920	§68,607	61,604	263,105
Collier's	43,071	§36,420	§28,949	15,007	123,447
Outlook	22,316	23,382	§22,210	§27,983	95,891
Christian Herald	22,261	§24,526	§22,354	22,614	91,755
Life	19,205	18,978	§20,402	§15,643	74,228
					†Five Issues
	582,887	636,516	588,494	412,804	2,220,701

GRAND TOTALS2,443,329 2,476,011 2,309,452 1,809,541 9,038,333

On the subject of Response Line Rates

SOME magazine rates are based on circulation; a better way is on tested and proved *responsiveness*.

Photoplay's advertising rate for circulation is very low;—among the lowest, in fact, of all magazines in the general field.

But in comparison to *responsiveness*, it is still more outstandingly low.

The point, after all, which sets Photoplay apart in the judgment of the advertising world is this point of *responsiveness*,—which is the direct outgrowth of the impressionability of the Photoplay audience and of Photoplay's editorial effectiveness with that audience.

The way to get the most for your advertising dollars is to go beyond the matter of circulation and rate—to the matter of *responsiveness* and rate.

Perhaps Photoplay's responsiveness may account in large part for the very notable advertising gains which Photoplay has enjoyed in recent months

PHOTOPLAY MAGAZINE

Predominant with the 18 to 30 Age Group

JAMES R. QUIRK, *Publisher*

C. W. FULLER, *Advertising Manager*

750 N. Michigan Ave.
Chicago

221 West 57th St.
New York

127 Federal St.
Boston

The Little Schoolmaster's Classroom

THE Schoolmaster has frequently observed that sales departments are so engrossed in reaching out after distant markets that they ignore, or at least neglect, some pretty fair outlets that are right at hand.

Beginning with January of this year, the Great Northern Life Insurance Company of Chicago set out upon a vigorous quest for business. The plan involved a widespread use of direct-mail and newspaper advertising in an effort to build up a background for the salesmen's efforts, and to create some live prospects.

As the campaign progressed, it became apparent that a large aggregate amount of business was being sacrificed through the failure of the salesmen and others to catch up the loose ends. To use another figure, they seemed to be skimming off the cream.

To give the salesmen an object lesson in the benefits of cleaning up things as they went along, John H. Woods, advertising manager of the company, set about to sell insurance to the salesmen themselves.

"You men have been quite diligent in telling certain people they needed more insurance," Mr. Woods informed them, "and now you say things are slowing up a bit on account of the apparent lack of prospects. I believe you are neglecting some prospects pretty near to home. For example, how many salesmen in this company have all the insurance they ought to have?"

Having thus started the idea in the minds of the sales force, Mr. Woods got up a little printed campaign addressed directly to the salesmen, and frankly designed to sell them insurance—to merchandise their own product to them, in other words. It quickly took hold, and during the ensuing month policies aggregating \$99,000 were written for the Great Northern salesmen.

The idea appeals to the School-

master for at least two reasons. One is that it helped to sell the Great Northern salesmen more thoroughly on their own merchandise, which is one of the primary essentials of successful selling. In the second place, it gave them a valuable object lesson in visualizing market possibilities.

The head of a great jobbing business, which has been built up almost entirely by direct advertising, once remarked to the Schoolmaster that he was sure he could go to the sales manager's file, resurrect letters that had been disposed of, and out of those very letters get a sizable amount of business.

"It is a melancholy thing to confess," he admitted, "but true, nevertheless, that this institution has grown so large that it actually wastes and throws away enough business to keep a fair-size house profitably busy. The reason is we are straining so vigorously after the bigger things our market affords us that we not only neglect, but absolutely fail to see a considerable amount of profitable sales opportunity that would be ours for the mere taking—sales opportunity that literally is thrust at us but that we fail to recognize."

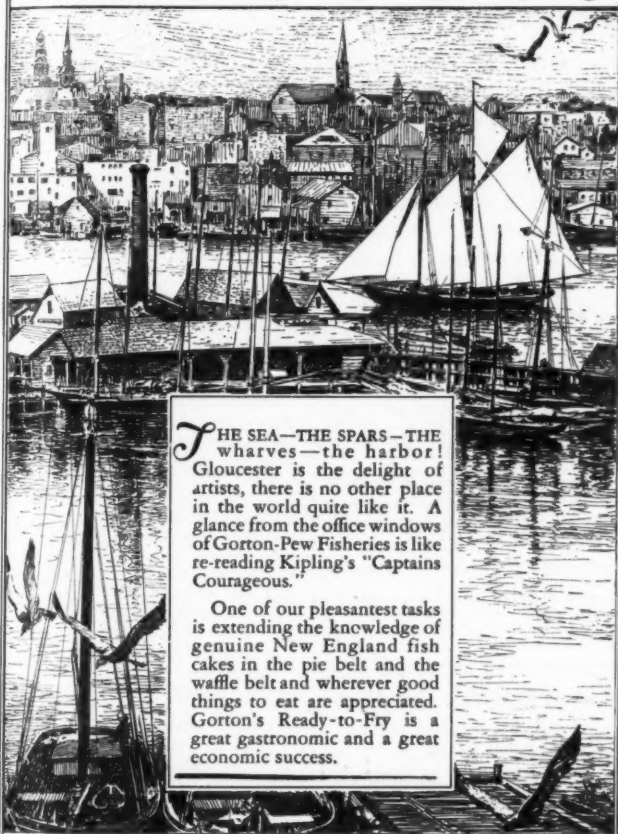
Are sales managers throwing away or wasting enough business that, if gained, would put their volume where it ought to be? The Schoolmaster honestly believes many are. Anyway, this is something to think about. Waste in manufacture is not such a problem any more, but there is a prodigious waste in selling. Which is worse?

* * *

Here is an idea for sales managers which should bear fruit. It has to do with what can happen after 5.30, of each working afternoon.

Things had been not going well with certain salesmen. But when the sales manager made investigations, he found that his men were

O U T L O O K S



THE SEA—THE SPARS—THE wharves—the harbor! Gloucester is the delight of artists, there is no other place in the world quite like it. A glance from the office windows of Gorton-Pew Fisheries is like re-reading Kipling's "Captains Courageous."

One of our pleasantest tasks is extending the knowledge of genuine New England fish cakes in the pie belt and the waffle belt and wherever good things to eat are appreciated. Gorton's Ready-to-Fry is a great gastronomic and a great economic success.

CHURCHILL-HALL

INCORPORATED

H. B. LE QUATTE, *President*50 UNION SQUARE
NEW YORK

MEMBER OF AMERICAN ASSOCIATION OF ADVERTISING AGENCIES

Here you can Buy Engravings Plus—

Bring your next engraving job to us. It is possible we can effect economies in the production of your plates—more effective reproduction—or some other phase of improvement possible to a shop where the staff from top to bottom is actuated by principles of *personalized service*.

Wilbar Photo-Engraving Co.

Day and Night Service

511 West 42nd Street
New York City

Tel. Chic. 10133-45

CATALOG PRINTERS

SINCE 1842

"America's Foremost Printing Plant"

Prints the finest Catalogs and Color work, at prices that are low. Correspondence invited. Estimates given.

HARTH - DE VINNE PRINTING SERVICE
20 West 34th Street New York City

George W. Tryon

Times Building
NEW YORK

I am now securing hotel accommodations for newspaper representatives during A. N. P. A. Convention in New York. Also at hotels in Philadelphia, Washington, Chicago, Detroit, St. Louis, Cleveland. Publishers give space in exchange for such accommodations.

on their jobs, all during the working day.

Then he himself went out into the field.

"I began to see that the trouble lay in the fact that my men were stopping too soon," he said. "They were taking the supposed 'quitting time' too seriously.

"When it came around four o'clock, there was a tendency to slow up. Salesmen reasoned in this manner: 'It is late. So-and-So will be out or just getting ready to go home. It will be of no avail to call on him. I will do it the next time I am in town.' Moreover, customers on the doubtful list were always left to the last, and, as a consequence, were not visited at all.

"Some of the biggest business I did on my trip was after five-thirty. That's when the average salesman isn't around. And almost invariably it happened that prospects I was not very keen about were the ones with an unexpected order.

"In other words, I want to go on record as saying that some of my best business came after the hour when most salesmen stop. When I started the men off with this idea in mind, they made good. There must be something in it."

* * *

The Schoolmaster overheard a conversation the other day between two men in an agency who were talking about one of the younger members of the staff. "Give me your advice on this question," said one. "The boy we were just talking about is a comer. He used to be a clerk in a hardware store and has been with us about a year and a half. He

CANADIAN ADVERTISING

CALL IN

SMITH, DENNE & MOORE

TORONTO—Lumsden Bldg.

LIMITED.

A Vital Factor To the Advertiser

Several hundred million dollars are spent each year in "white space" advertising. Some of this investment pays big dividends; some of it is wasted.

A multitude of facts must be known before undertaking a campaign. The wise advertiser not only demands authentic figures on "net paid circulation"—but to be properly equipped to safeguard his investment, *must* know where and to whom each publication goes.



The Audit Bureau of Circulations is a *vital factor* to every advertising manager, for his information is not complete without all the verified data published in the A. B. C. reports.

A. B. C. reports contain a wealth of statistics conceded to be the highest authority available regarding the advertising value of a publication's circulation—enabling the advertiser to select profitable markets and secure maximum results from his investment.

Write for a copy of
"THE MEASURE OF YOUR MESSAGE"

AUDIT BUREAU OF CIRCULATIONS
202 S. STATE STREET, CHICAGO

EVENING HERALD

Los Angeles, Cal.

Gained 6,631

Daily Average Circulation

Sworn Government Statement, Six Months Ending Sept. 30, 1923, 167,649 Daily. Six Months Ending Sept. 30, 1924, 174,280 Daily. Increase in Daily Average Circulation, 6,631.

It Covers the Entire Los Angeles Field Completely

REPRESENTATIVES

H. W. Moloney, 604 Times Bldg., New York
G. Logan Payne Co., 401 Tower Bldg.,
North Michigan Ave., Chicago.
A. J. Norris Hill, 710 Hearst Bldg., San
Francisco, Calif.

If—

any independent advertising man can put us in touch with an occasional printing job or an account, we will be glad to pay him a regular commission. High grade direct-by-mail booklet and catalogue work only, wanted. Our plant with complete facilities and service department is conveniently located near Penn. Station. Address "H.," Box 84, care of Printers' Ink.

National Miller

Established 1895

A Monthly Business and Technical Journal covering the Flour, Feed and Cereal Mills. The only A. B. C. and A. B. P. paper in the field.
630 W. Jackson Blvd., Chicago

Mailing Lists

Will help you increase sales

Send for FREE catalog giving counts and prices on classified names of your best prospective customers - National, State and Local - Individuals, Professions, Business Concerns.

99% GUARANTEED by refund of 5¢ each

ROSS-Gould Co. 347N. 10th St. St. Louis

took to our concern from the start and is getting more valuable all the time. He is writing some fine copy with a good selling angle in it, and he has got along well with the vice-president of one of our biggest accounts. But he has one or two bad personal habits which are keeping him from developing as fast as he ought to. He is careless about his enunciation, for one thing. He mumbles his words so that it is hard to hear what he is really talking about. He doesn't seem to put personality behind what he says. Then, too, he is careless about some of the details of his personal appearance. He is such a nice kid and so sensitive that we are afraid to hurt his feelings by calling his attention to his failings. What do you think is the best way of getting over to him the things which he ought to cut out to get along faster?"

* * *

The Schoolmaster told about Uncle Henry Wilson who, in the old days, used to say that the man who withheld criticism when it was needed was not a true friend. Many a time the Schoolmaster has heard him say to one of the young men working for him, "Now go out of the room and come in again as though you meant it. Hold your head up. Don't try to walk in like a safe cracker, a patent medicine salesman, or a policeman coming to make an arrest. Get a happy medium between all three. Don't stamp into the room. Don't let everybody know you're coming, but walk in as though you had a right here. Keep your head up straight, look me in the eye and try it until you get it right." Anybody who trained under Uncle Henry can testify to the fact that in a pleasant way, mixed with plenty of good humor, he kept after his men until they overcame some of their personal faults.



PAINTED OUTDOOR ADVERTISING

We own and maintain Painted Bulletins in 137 cities and towns of Northern N.E.

THE KIMBALL SYSTEM

LOWELL - MASS.

This method is as good as any the Schoolmaster knows.

* * *

Some of the details of personal appearance which are likely to annoy other people are well pointed out in a book the Schoolmaster recently read called "The Man Who Sells." In the chapter on personal appearance occurs the following:

"Which main items in personal appearance is the man with ordinary common sense liable to consider? He wears clothes which are well pressed and shoes which don't look down at the heels. His shoes are shined. His linen is clean. He has a clean shave. His hat isn't discolored at the band. He smiles—at least occasionally.

"As many sales managers have said, it is in the details of personal appearance that many otherwise careful men slip up. Since it is embarrassing for any sales manager to call a man in and draw his attention to these details, let us consider one or two of them here.

"I saw a man a few days ago who had something to sell me. He was well dressed in all the major details, but his coat collar looked as if some of last year's snow had alighted there. Dandruff spoiled his \$100 wardrobe. Other men seem to believe that finger nails should have a slight mourning band. An occasional visit to the barber's and manicurist to keep the hair and nails neatly trimmed and in good condition and the help of personal daily care of the hands and finger nails are absolutely essential.

"The delicate advertising which tells of the evils of halitosis, the fancy name for offensive breath, is worth every salesman's careful attention. Those ears we hear with, have a perverse habit of gathering soap from the morning shaving brush, which during the course of the day may distract our customer's attention. Let's take a

LITHOGRAPHED LETTERHEADS For \$1.25^{PER} THOUSAND COMPLETE

THIS exceptionally low price applies to lots of 25,000 lithographed in black on our White Paramount Bond, 20 lb. basis. On billheads, statements, note heads and half size letterheads, size 5½" x 8½", our price is 90c per thousand. If you have no engraving we will furnish one at actual cost. This charge is made on your first order only. Booklet of engravings and prices, also samples of our work will be sent you on request.

Lithographed Envelopes to Match,
\$1.50 per Thousand

GEO. MORRISON CO.

422-430 East 53rd St. New York City
TELEPHONES PLAZA 1874-1875
Established 1898 Incorporated 1905

For A Man Who Controls Substantial Accounts

A WELL-ESTABLISHED, soundly financed New York advertising agency offers an exceptional opportunity—an opportunity to provide the thorough and skilful service that holds and increases business.

Replies kept in strict confidence.

"F," Box 296
PRINTERS' INK

"GIBBONS knows CANADA"

J. J. Gibbons Limited, Advertising Agents

TORONTO

MONTREAL

WINNIPEG

Copy and Layout Man

One with agency experience preferred, by large printing company in Midwest city, specializing in Direct Mail. Must understand buying of artwork and plates. Give full information, including salary expected, in first letter. Submit samples. Enclose recent photograph, if possible. All correspondence confidential.

Address "D," Box 294,
care of Printers' Ink.

Advertising Salesman

An opportunity is offered a live-wire Business Getter to take charge of and develop general accounts for a class medium which reaches a quality group of readers. Offices located in New York City. Address "C" Box 293, care of PRINTERS' INK.

SALES MANAGERS: Can you find \$10,000 to \$25,000 backing for state's rights? Remarkable liquid makes polishing metals unnecessary, prevents rust and tarnish. Used on all metal-cloth slippers made. Big success industrially. Now offered public in cans. Permanent, profitable business offered right parties. References.

BERTRAND L. CHAPMAN

247 Park Ave.

New York

good look at our ears. Teeth are important both to our health and personal appearance. We can't be too busy to see the dentist every three months. Frayed collars or cuffs, too-much-mended socks, shoes which have lost their shape are better in the waste box than on us.

"Let's be careful about the little things in our personal appearance."

Grocery Magazines Combine

The publishers of *The Wholesale Grocer*, Chicago, have purchased *Wholesale Grocery Management*, Chicago, and will discontinue publication of the latter.

Murray E. Crain, who has been editor and publisher of *Wholesale Grocery Management* since its inception, will remain in an advisory capacity with *The Wholesale Grocer*.

Crellin & Jones, New Advertising Art Business

H. Crellin, formerly with the art department of Crutten & Eger, Chicago advertising agency, and L. R. Jones have started an advertising art service at Chicago under the name of Crellin & Jones.

Death of Kent Shaffer

Kent Shaffer, treasurer of the Denver Publishing Company, Inc., Denver, Colo., died on April 5 at Los Angeles, Calif. He was the son of John C. Shaffer, head of the Denver Publishing Company, which publishes the *Denver Rocky Mountain News* and *Times*.

Montana Agency Moves

The Greenfield Advertising Agency has moved its offices from Great Falls, Mont., to Butte.

\$63,393 From One Letter

"Anything that can be sold can be sold by mail" Back up your salesmen. Sell small, isolated towns without salesmen. With one letter a merchant sold \$63,393.00 in 10 days; a retailer sold \$22,896.20 in 30 days. Send 25c for a copy of *POSTAGE* Magazine and actual copies of these two letters. If you sell, you need *POSTAGE*. Tells how to write result getting letters, folders, booklets, house magazines. \$2 a year for 12 numbers full of usable cashable selling ideas. *POSTAGE*, 18 E. 18th St., New York City

Multigraph Ribbons Re-inked

Our *SUR-T-FIX*

Send 2 Ribbons
to be re-inked
at our expense

process costs only \$6.00 a dozen. Try it. A trial order will convince you that it is the best Re-Inking you can buy.

W. Scott Ingram, Inc.

Dept. B. 67 West Broadway, New York City

STATEMENT OF THE OWNERSHIP, MANAGEMENT, CIRCULATION, ETC., REQUIRED BY THE ACT OF CONGRESS OF AUGUST 24, 1912, of **PRINTERS' INK**, published weekly at New York, N. Y., for April 1, 1925.

STATE OF NEW YORK,
COUNTY OF NEW YORK, ss.:

Before me, a Commissioner of Deeds in and for the State and county aforesaid, personally appeared John Irving Romer, who, having been duly sworn according to law, deposes and says that he is the editor of **PRINTERS' INK** and that the following is, to the best of his knowledge and belief, a true statement of the ownership, management, etc., of the aforesaid publication for the date shown in the above caption, required by the Act of August 24, 1912, embodied in section 443, Postal Laws and Regulations, to wit:

1. That the names and addresses of the publisher, editor, managing editor and business manager are: Publisher, **Printers' Ink Publishing Co., Inc.**, 185 Madison Ave., New York, N. Y.; Editor, John Irving Romer, 185 Madison Ave., New York, N. Y.; Managing Editor, R. W. Palmer, 185 Madison Ave., New York, N. Y.; Business Manager, David Marcus, 185 Madison Ave., New York, N. Y.

2. That the owners are: **Printers' Ink Publishing Co., Inc.**, 185 Madison Ave., New York, N. Y.; John Irving Romer, 185 Madison Ave., New York, N. Y.; K. N. Romer, 185 Madison Ave., New York, N. Y.; Richard W. Lawrence, 185 Madison Ave., New York, N. Y.; B. E. Lawrence, 185 Madison Ave., New York, N. Y.

3. That the known bondholders, mortgagees and other security holders owning or holding 1 per cent or more of total amount of bonds, mortgages, or other securities are: There are none.

4. That the two paragraphs next above, giving the names of the owners, stockholders, and security holders, if any, contain not only the list of stockholders and security holders as they appear upon the books of the company, but also, in cases where the stockholder or security holder appears upon the books of the company as trustee or in any other fiduciary relation, the name of the person or corporation for whom such trustee is acting, is given; also that the said two paragraphs contain statements embracing affiant's full knowledge and belief as to the circumstances and conditions under which stockholders and security holders who do not appear upon the books of the company as trustees, held stock and securities in a capacity other than that of a bona fide owner; and this affiant has no reason to believe that any other person, association, or corporation has any interest, direct or indirect, in the said stock, bonds or other securities than as so stated by him.

JOHN IRVING ROMER, Editor.

Sworn to and subscribed before me this 1st day of April, 1925.

BLANCHE B. OTTENBERG,
Commissioner of Deeds, City of New York.
(My commission expires April 10, 1925.)

**SCOTCH-IRISH BY BIRTH
AMERICAN BY CHOICE
PRINTER BY TRADE**

**ADVERTISING MANAGER
BY ACCIDENT**

*Public school education } good foundation

10 years' printing experience in Ireland } good executive

Left Ireland for America } good judgment

Advanced from proof-reader to superintendent of printing plant } good experience

Accepted position as advertising manager of machine and small tool manufacturing plant } good sense

Desire wider advertising experience and incidentally (?) more lucrative position } good reason

Son of a printer—*oldest of ten—salary well under the "scale"—work in Cleveland, but live in Lakewood—yes, married.

Address "K," Box 299, Printers' Ink.

Sales Supervisor

For field work with salesmen in securing new distributing connections for a complete line of paints and varnishes backed by an extensive national advertising campaign. Must have successful record. This is an unusual opportunity in a rapidly expanding sales organization. Give full details in letter.

**Paint and Varnish Division
E. I. du Pont de Nemours & Co**
Incorporated

**3500 Grays Ferry Road
PHILADELPHIA, PA.**

Classified Advertisements

First Forms Close Friday Noon; Final Closing Saturday

BUSINESS OPPORTUNITIES

Printing Machinery and Supplies

New and Pre-Used
Printers' Complete Outfitters
Conner, Fendler & Co., New York City

Printing; large suburban publication plant, seeks additional weekly and monthly publications. Lowest prices. Address, PRINTER, 8905 187th Street, Hollis, N. Y.

Ask for your copy of our Bulletin at your home address. It lists publishing properties for sale.
HARRIS-DIBBLE COMPANY

345 Madison Ave. New York City

AUTO SPECIALTY WANTED

Radio manufacturer wants fast selling automobile specialty to sell auto jobbers. Address P. O. Box 227, Wichita, Kansas.

Publisher desirous of purchasing printing plant, capable of handling publications. Must be in going condition with three large presses or room for expansion. Location New York or Long Island City. Box 870, Printers' Ink.

FOR SALE

Babcock Express press, size 30 x 32. All in good mechanical condition. Can be seen running on our floor. Will make somebody a good press. Price is right. Allen-Bailey Tag Co., Caledonia, N. Y.

Advertising Salesman with Six Years experience selling newspaper cut and copy on the Pacific Coast, wishes to make a connection with an advertising proposition on a commission basis that can be sold to banks, retail merchants, etc. Something worth while and a repeater. 4611 Clinton Street, Los Angeles, Calif.

Publishing Company, Growing Rapidly, highest type monthly publication, having large earning possibilities, has important position open for one who will acquire interest, money to be used in the business; unusual opportunity for very interesting lucrative connection; fullest investigation invited. Box 867, P. I.

WANTED: Advertising Agency. Responsible party will buy all or controlling interest in established recognized advertising agency. Must have clean record and high standing, with some National business. Entire force will be offered the chance to remain with increased business and ample finances. Pacific Coast given preference. Your reply may be freely given with assurance of absolute confidence being maintained. R. L. Rothwell, Creve Couer, Mo.

HELP WANTED

ADVERTISING PLAN MAN
seasoned in toilet articles field, for part time work. Tell all details with telephone number. Address Box 883, care of Printers' Ink.

High-grade salesman wanted for trade paper. Leader in its field. Must be experienced man. Exceptional opportunity both present and future. Box 893, Printers' Ink.

VISUALIZER AND LAYOUT MAN

Combines hard-work with head-work. First class agency; thorough knowledge art, type faces, printing plates, papers, etc. Box 891, Printers' Ink.

WANTED — Experienced advertising solicitor for trade papers for Chicago and surrounding territory—one familiar with Radio and Electrical trade preferred. Give complete details, references, and salary expected. Apply Box 890, Printers' Ink.

SALESMAN

Attractive and highly remunerative proposition for a first-class man with street car and subway advertising experience. Only producers of proven ability and large earning capacity need apply. Please state past and present connections, which will be treated as confidential. Box 885, Printers' Ink.

Wanted—a man who knows merchandising—a man big enough to direct an established sales organization from coast to coast—capable of commanding a worthwhile salary. There is a place for that man with an internationally known, long established, successful manufacturer marketing a product extensively used by manufacturers and retailers. If you think you have the ability and your record will stand close investigation you'll qualify yourself by communicating by letter. Fred K. U. Dodge, 487 Orange St., Newark, N. J.

MISCELLANEOUS

Simplified Photo-Engraving Process. Line and Half-tone cuts easily made by this logical process. Particulars two cents. Horton and Fisher, Dept. F. Princeton, Ill.

LETTERS

Do you need commonsense—human-sales promotion letters that pull? Let me do them for you in my spare time—\$5.00 per letter. Address Frank P. Stelling, 273 Lexington Avenue, New York City.

POSITIONS WANTED

ADVERTISING, SALES PROMOTION
Executive, broad knowledge of merchandising, direct mail, 11 yrs. exp. Prefers in or near Phila. Mfrg. retailer, printer. Address ER. 8024 Sansom St., Phila.

Advertising Artist Salesman
Graphic idea visualizer direct-mail or general adv. Experienced executive, plan, copy, art, engraving, printing. Builds business. Seeks hard job with future. Address Box 873, Printers' Ink.

SECRETARY—Young woman with thorough publication and advertising training; expert stenographer; systematizer. Dependable, and capable of assuming responsibility. Box 888, Printers' Ink.

Assistant to Production Manager; young man, 25, just returned Pacific Coast; experienced ordering zincs, electros, mats, typography, printing, etc. Willing locate outside N. Y. References. Box 881, P. I.

Five Years' Experience

Production and art manager who can visualize and make finished layouts. Desires connection. Write Box 874, P. I.

Direct-Mail Executive

Thoroughly familiar and competent to handle a direct mail department in the mailing, addressing, multigraph equipments, desires connection. Box 876, P. I.

N. Y. COPY WRITER

Wide experience. Address Box 877, care of Printers' Ink.

Live Competent Agency Man

Experienced in editorial, publicity, promotion and copy work is seeking Chicago Advertising opening in which originality and initiative are an asset. Box 872, P. I.

Production and Copy

Young man, with complete production experience; can write copy. Desires connection. Write Box 875, Printers' Ink.

Advertising Department Man

Twenty-two, possessing some knowledge of printing, engraving, office routine, and service to dealers, is considering a change. Box 878, P. I.

COPY WRITER

and all around agency man. Nine years' experience. Available at once. Box 879, Printers' Ink.

Advertising and Sales Promotion

Have you an advertising, direct mail or mail order problem that requires the attention, knowledge and experience of a producer of 10 years' standing? Box 868, Printers' Ink.

ART DIRECTOR

Now employed, experienced supervising pictorial illustration, seasoned layout man, creative, practical artist; knows production and engraving thoroughly; photo retouch expert. High references. Box 887, P. I.

AN ADVERTISING MAN

young enough to develop new ideas and old enough to give you the benefits of past experience, seeks opportunity where future success is determined by efforts and results. 6 years of copy, layout, production. College trained. Address Box 894, Printers' Ink.

Advertising Manager for Manufacturer

Young man, forceful copywriter, experienced in all mechanical phases of advertising. Familiar with planning campaigns and market research. Six years' sales promotion experience. Box 884, P. I.

WE CONNECT THE WIRES

SALES MANAGER with direct mail advertising experience—four years with well-known eastern manufacturer—seeks new connection. Can qualify as an expert in sales, executive and correspondence work. Thoroughly familiar with all details of production and distribution. Age 30; married; highly recommended by employer. Ready at \$2500. Mention our No. 10834.

FERNALD'S EXCHANGE, INC.

THIRD NAT'L BLD'G., SPRINGFIELD, MASS.

Assistant to Advertising Manager, or Account Executive; preferably in, or adjacent, Philadelphia. Young man, 25, well educated, single, Christian; copy, layout, typography, space-buying. Well recommended. Box 882, P. I.

Forward-going young man who, while working for three years with advertising manager, broadened his natural aptitude for copy, layout, typography, by university training, seeks opportunity for practical application; Christian, 26; married. Box 892, Printers' Ink.

Young woman who has had considerable experience carrying on detail work of large sales dept. (nationally advertised product) including routine, promotional and follow-up correspondence, routing of salesmen, etc. Some advertising experience, also. Box 871, P. I.

AN AGENCY MAN

who can fit into almost any part of agency work desires to make a new connection. Capable of producing successful copy or supervising mechanical production. Age 31, five years' intensive work and study for background. Now employed; salary \$5000. Box 869, P. I.

Advertising Production Man

College graduate, 26, single. Thorough knowledge of art work, retouching, layouts and printing, expert on engraving. Practical experience with large trade publication. Will go anywhere. Excellent references. Box 889, Printers' Ink.

I have successfully placed millions of dollars worth of newspaper advertising for a nationally known pharmaceutical product, making it pay two for one and increasing my own department from one to twenty members. Have you a new product you wish advertised or an old one which needs new life? I can show you how it is done. Box 886, Printers' Ink.

ARTIST-TYPOGRAPHER

Capable of making high grade layouts and dummies and of making finished drawings from them in any practical medium. Working knowledge of Printing, Advertising, Photography and Engraving. Part time position desired with printing concern doing the better class of printing. Location preferred New York or Philadelphia. Available about June 1st. Samples on request. Box 880, P. I.

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Yes, the Herald-Traveler is READ

Recently, the Boston Herald carried a brief editorial—without unusual display—and suggesting that readers might wish to send in their opinions.

Three days later, the editor was forced to ask that no more letters be written. The number received already exceeded ten thousand.

This is convincing evidence of unusual reader interest. Yet it is merely typical of the attention *your* message will receive when it is broadcast to Boston through the columns of this paper.

The Herald-Traveler is *read*. On every page of every issue is something to interest some member of each family it serves. The Herald-Traveler completely meets the preferences of more than a quarter-million families—a clientele which no other Boston paper has ever been able to satisfy.

We should be glad to send you a copy of "Business Boston," an important story of advertising opportunities in this most responsive section of the rich Boston market. Write for it today on your business stationery.



BOSTON HERALD-TRAVELER

Present Circulation of The Chicago Tribune

Statement to the government
for six months ending March
31, 1925:

Week Days only . . . 619,336

Sundays only 1,016,516

Average net paid circulation for
March:

Week Days only . . . 644,799

Sundays only 1,093,598

Bring your records up to date
on the number of readers of:

The Chicago Tribune
THE WORLD'S GREATEST NEWSPAPER

PRINTERS' INK

Registered U. S. Patent Office

A JOURNAL FOR ADVERTISERS

185 Madison Avenue, New York City

CXXXI, No. 3 NEW YORK, APRIL 16, 1925

10c A Copy



The Pied Piper

B. A. I. S. 1915 with
N. W. Ayer & Son

OF EVERY seven purchases made in a grocery store one is sugar. No other provision item enjoys such a large sales-volume or rapid turnover.

Yet it was only a few years ago that sugar was just sugar. It came out of a barrel—good one time—full of splinters the next. Dust and dirt got in. In buying, the housewife took what was offered. Sugar had no identity, no standard. Waste in scooping from a barrel, downweight, bags, twine and time were the mischievous mice that just about ate up the grocer's profits.

And then along came a stranger named "Packaged Products," who piped a new and alluring merchandising tune of easier sales, cleanliness, more profits.

The American Sugar Refining Company, of New York, put this piper on the pay-roll to charm away the rats and mice of waste and uncertain quality. Domino Package Sugars were produced. At once, sugar gained personality. The same clean, wholesome sugar could be had by name every day in the week.

The task of winning the public to this new way of buying sugar was entrusted to Advertising Headquarters. How well the plan has worked is evidenced by the fact that Domino Package Sugars are today the largest selling brand of sugars in the world.

N. W. AYER & SON

ADVERTISING HEADQUARTERS, PHILADELPHIA

NEW YORK

BOSTON

CHICAGO

SAN FRANCISCO



**"For every dollar spent
Subway and Elevated adve
tising will give you more
value for your money—**

WASHINGTON
25 WATER ST. - N.Y.

NEW YORK DEPARTMENT
BROADWAY 250 N.Y.

ALBANY NEW YORK

RADIO PACK COMPANY

NEW YORK
BOSTON
PHILADELPHIA
BALTIMORE
WASHINGTON

59 PEARL STREET
NEW YORK

ALBANY
LOREY
CORPUSCULI
SENEY
BOSTON ADRI
BOSTON

December 17, 1934

Artemas Ward, Inc.,
50 Union Square,
New York City.

Gentlemen:

Last year we advertised in the Interborough Subway and Elevated cars, and also in a good many newspapers in New York City. I have asked hundreds of people if they ever saw Radio Pack advertised, and at least 90% of these said they had "seen it in the subway."

This year we have cut our newspaper advertising entirely, not that newspapers are not a good medium, but for every dollar spent, subway and elevated advertising will give you more value for your money in real publicity and true advertising worth.

The public has told us to advertise it in the subways.

Sincerely yours

RADIO PACK COMPANY INC.

JFC:77

Paul Blum
President

RADIO PACK

INTERBOROUGH
Subway & Elevated Car Card & Poster
ADVERTISING

CONTROLLED BY

**50
UNION
SQUARE ARTEMAS WARD, INC.**